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6241
FINE ORNAMENTALS, FRUITS AND BERRIES

Amazing
Premium
Offers
Page 2

Emlong's
SQUARE DEALING NURSERY
Stevensville, Michigan

Emlong's
"LITTLE LADY"
Everblooming Rose Garden

Six lovely hardy Roses, selected for beauty of form and striking color harmony! Chosen from over 200 varieties. **ORDER NOW!**

PADRE—Coppery Scarlet

EDITH PERKINS—Cerise and Salmon

G. VAN ROSSEM—Apricot and Bronze

TALISMAN—Gold and Carmine

SENSATION—Deep velvety Maroon

WILLOWMERE—Pink and Saffron

Six two-year, blooming-size plants

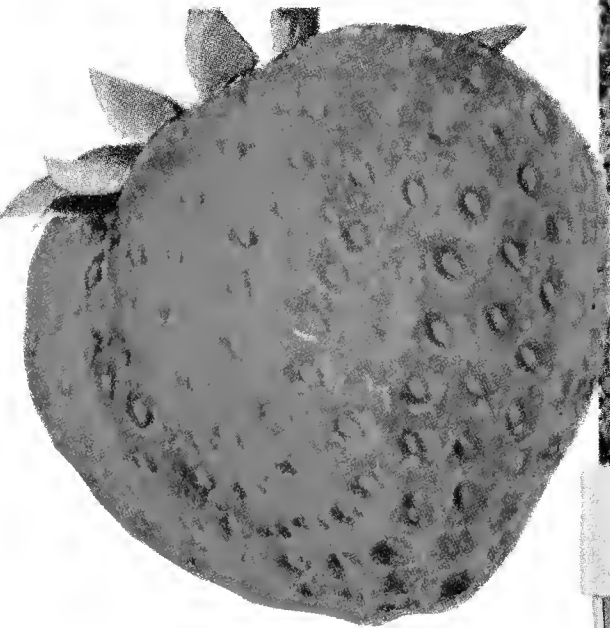
\$2.79

Emlong's Famous EVERBEARING STRAWBERRIES

It took 50 years to perfect Everbearing Strawberries as we have them in 1936! These delicious morsels of fruit can easily be grown right in your own yard now—within two to three months after you set the plants. Your table should be supplied with fresh berries and short-cake nearly **six months of the year!**

Our New Scarlet GEM and Giant Favorite MASTODON varieties lead all others in hardiness, fruitfulness and dependability. They can be grown from coast to coast and should be in every garden and on every farm.

NEW SCARLET G E M



Emlong's New Scarlet Gem berries are large in size, and bright, glistening red. They have small seeds, fine flesh, and are of excellent quality. No hard ends. Hulls are easy to remove. Flavor enticingly mild and sweet.

Gem plants originated in Northern Michigan and are perfectly hardy throughout the country. They thrive on light, poor soil, where other Strawberries fail.

Plants should be set in March, April, May. **PRICES**—well rooted, ready-to-bear plants: 12—47c; 25—69c; 50—\$1.00; and 100—\$1.69.



Emlong's Super-bearing Strawberry Plants start ripening fruit sixty to ninety days after planting. They continue to bear high-quality fruit every day until late November. A second crop is produced the following June, and a third crop the second Fall. Three full crops in eighteen months.

No special soil or culture is required for these plants. If you have no garden, set them 12 inches apart in the rockery, in front of shrubs, along the drive—wherever they can be kept hoed. **Grow extra-large berries!**

GIANT MASTODON



Emlong's Mastodon berries are immense in size, and beautifully shaped. They are a handsome, deep varnished-red color. Flavor is rich and sub-acid, mildly tart. Quality excellent. Fine for preserving.

The plants are large and hardy. They thrive especially well on heavy soil, but succeed anywhere. Favorites for ten years, many of our customers like them so well that they won't even try other varieties.

Plants should be set in March, April, May. **PRICES**—well rooted, ready-to-bear plants: 12—47c; 25—69c; 50—\$1.00; and 100—\$1.49.

Emlong's

"AUTUMN FAVORITE" Everbearing Garden

With these 200 Super-bearing plants you can supply your table with fresh Strawberries every day from July until Winter, and have berries to preserve. Yields of 200 to 300 quarts in a season reported by customers. We furnish planting directions. **RESERVE YOUR ORDER TODAY! JOIN THE GARDEN CONTEST AND WIN A PRIZE**—details on next page. This offer contains—

100 New Scarlet GEM
100 Giant MASTODON

Special Price, 200 Ready-to-bear plants for

\$2⁴⁹

RIPE BERRIES 60 TO 90 DAYS AFTER PLANTING

Grow Your Own Strawberries this Year for 1½c per Quart

Would you like to have ripe, luscious Strawberries in your yard every day THIS YEAR, from July until late November? With Emlong's super-powered, bearing-age Gem and Mastodon plants, strawberry growing becomes highly enjoyable and profitable to the home owner.

MANY USES

You can "tuck away" two hundred or more Strawberry plants in any yard. If you have no garden space, plant them 12 inches apart as a border to walks, drives, shrub plantings, or in the rock garden. They delight the children and attract song birds to your home, more than paying for themselves in decorative value, to say nothing of the saving on fruit bills. Everbearers are especially desirable for the small home grounds because of their quick-bearing and long-fruited ability.

QUICK BEARING

The right time to plant is in March, April or May. Plants start blooming as soon as they become well established. Mrs. B. P. Shuey, Boise, Idaho, says her plants were set April first and had ripe berries by May thirtieth. They continued to bear until stopped by severe November frosts.

BIG BERRIES

Gem berries are round and plump and Mastodon berries inclined to be pointed. Both varieties mature to large size before ripening. Nine berries top a pint box and twelve top a quart. Gem color is bright scarlet, Mastodon deep varnished red. These varieties appeal to all, as some folks prefer light and some dark berries.

QUALITY-FLAVOR

Mastodon berries are rich and tart and Gem are mild and sweet. They suit all tastes and are equally delicious fresh or canned. The flesh is firm and seeds small. Berries stand hauling to markets 100 to 200 miles distant. Emlong's Super-bearing plants have a nationwide reputation for producing highest quality fruit.

LIKES THEM BOTH—

French Creek, W. Va.
"I have been growing Strawberries for 45 years and tried most every kind. Have grown Mastodon Everbearing over 10 years and think they are wonderful. Last Spring I planted Gem. They are the heaviest bearers I ever saw. They even bear fruit on the new runners—the first year. I want more of your Everbearers and some other varieties next year."
Aug. 21, 1935. H. B. Darnall.

HEAVY YIELD

Some customers say Mastodon can't be beat. Others say Gem outyields them. They report yields of 200 to 350 quarts of berries the first season from 200 Everbearing plants. Grown in matted rows they bear a second crop the next June and a third crop the second Fall. Three crops in about 18 months! Leroy Lutes, Oakford, Ill., says, "Your Gem Everbearers are phenomenal producers. Bore a June crop the first year and started a second crop by July 15th!"

EASY TO GROW

There's nothing difficult about strawberry growing. We furnish easily followed directions with each order. Our vigorous, long-rooted plants thrive from coast to coast. Set plants 1½ x 3 feet apart for garden culture. If space is limited set them 12 inches apart each way and grow them in hills. For field culture they are planted 1½ x 3½ feet apart. About 8000 plants are required per acre.

BIG PROFITS

Would you spend \$50.00 to make \$500.00 or more? If you are a farmer or suburban property owner you should easily make that much per acre the first year. Good strawberries sell at 25¢ per quart during Fall months. Supply your local and nearby markets and make a fine income all Fall. An immediate profit on your investment!

ORDER NOW

Plant this Spring, as soon as your soil can be properly prepared. Everbearing plants sell out early. Reserve yours today to be shipped at planting time. We are the World's Largest growers and offer the strongest, best-rooted, quick-bearing, heavy-fruited plants on the market! Get the 10% January discount.

\$100.00 GIVEN IN PRIZES JOIN THE GARDEN CLUB CONTEST

Here is your chance to have delicious Strawberries in your own yard this year and win a big cash prize this Fall. Purchase 200 Emlong's Everbearing plants this Spring. Keep an accurate record of the yield up to November 15, 1936. Your report must reach us by November 20th, 1936.

You can use 200 Gem or 200 Mastodon or the Autumn Favorite Garden in this contest. Prizes will be awarded as follows:

Largest yield \$15.00 Greatest Profit \$15.00
Second prize 10.00 Second Prize 10.00
Best Photo of these berries and plants\$15.00
Second Best Photo of these berries and plants 10.00

Five prizes of \$5.00 each for best letters describing quality, flavor, yield, size of berries, bearing habits, etc.

(Note: No two major prizes to one contestant. We reserve the right to reject gross exaggerations.)

PRICES: Emlong's Ready-to-Bear Gem and Mastodon Everbearing plants:

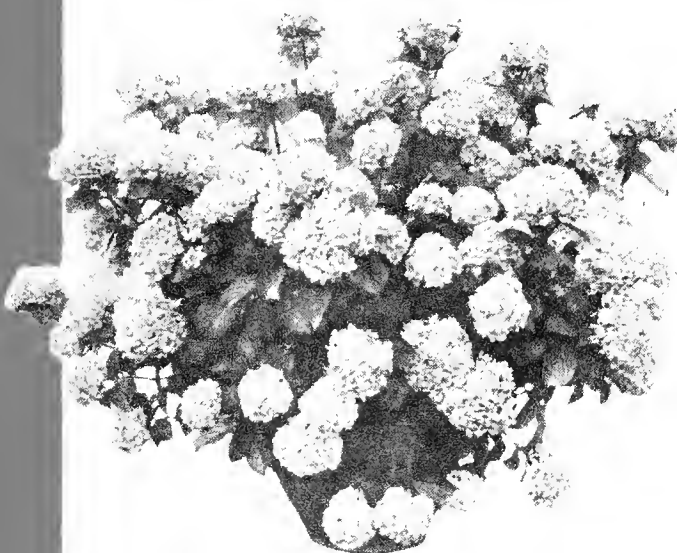
	12	25	50	100	200	500	1000
Gem Everbearing	47¢	69¢	\$1.00	\$1.69	\$2.98	\$5.49	\$9.98
Mastodon Everbearing	47¢	69¢	1.00	1.49	2.79	4.95	8.98

Write us for prices on large quantities of plants.

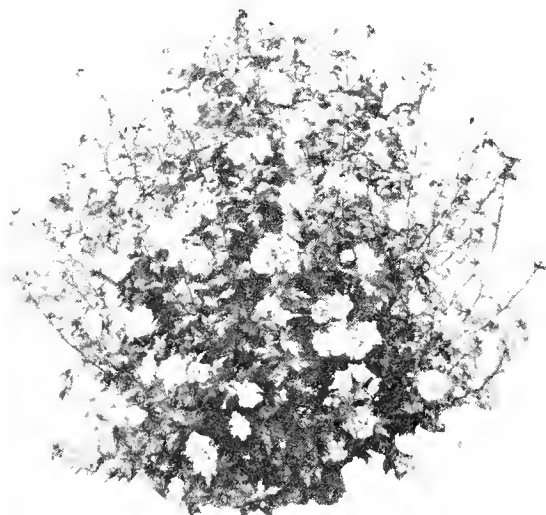
SPECIAL! 50 GEM and 50 MASTODON \$149 1



BLUEST BLUE SPRUCES—Worth \$3 to \$5 each. All carefully selected specimens. Trees you'll be proud to own. Get one **FREE** with \$20 order!



GORGEOUS BLUE FRENCH HYDRANGEA—Blooms first year. Enormous flowers all Summer. Healthy foliage. Grows 24 inches tall. Get one! Worth 75c each; special price, 2 for \$1.00.



NEW HEAVENLY BLUE ROSE OF SHARON—Blooms August to October. Bright blue flowers with purple centers. Bush grows 3-4 ft. tall. A rare beauty! Get yours today! Worth 75c each; special price, 2 for \$1.00.

10,000 BLUE SPRUCE *Free!* To Emlong Customers

Read this Amazing Offer!

Most marvelous premium ever offered by a nursery! A genuine, living, growing, shining **BLUE SPRUCE** that will afford a lifetime of pleasure to you and your family.

We will give, absolutely free, to the first 500 customers who send us an order this year, at catalog prices, amounting to \$20.00 or more, a perpetual All-Blue Moerheim Spruce—the newest and bluest spruce that grows. Only 500 of these prize winning beauties in stock, not one of which will be sold, but all given free to our customers!

The next 500 customers who order \$20.00 or more worth of stock this year at catalog prices will receive a Genuine Colorado Blue shining specimen tree measuring 1½-2 feet tall. The next 9000 customers ordering \$20.00 or more worth of stock at catalog prices will receive a Genuine Colorado Blue 12-18 inch specimen tree!

REMEMBER—only 10,000 of our 500,000 customers can get one of these trees, so **ORDER NOW—TODAY**—be first in line and get the pick of the field. **DON'T DELAY!**

Also 2 Premiums Each for 10,000 Other Customers

If you can use only \$10.00 worth of nursery stock this year, order it today! The first 10,000 customers who order \$10.00 or more worth of stock at catalog prices will receive absolutely free **ONE GENUINE BLUE FRENCH HYDRANGEA** and **ONE NEW HEAVENLY BLUE ROSE OF SHARON** shrub. Both shrubs can be set right out in your yard and will bloom profusely every year. If you can't use \$10.00 worth of stock, get a neighbor to order with you to increase the size of your order, and share the premiums.

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... SAVE 10% ON NURSERY STOCK

*Order from Emlong
during January*

A Personal Message to You

I am happy to hand you a copy of our new 1936 catalog. Here, in my other hand, is a refund of 10% on every dollar you send me for nursery stock during January!

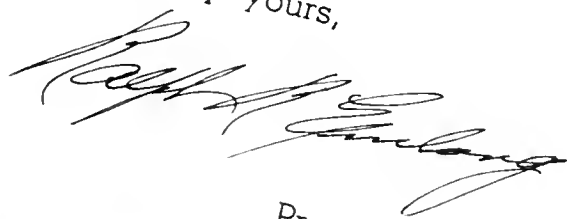
This catalog will save you the 35% which is paid to salesmen by other nurseries, as we have no salesmen. Then you can save another 10% by ordering during January. Send your order today, deduct 10% from catalog prices, and remit the other 90% to Emlong. If your order amounts to over \$10.00 and you cannot send all cash now, send ½ or more cash and pay the balance ten days or more before shipping time. **THIS OFFER IS ONLY GOOD DURING JANUARY.** We can only allow 5% discount on orders received in February.

For over 50 years Emlong's have been selling nursery stock. We are now the World's Largest Growers of Fruit Plants. We wish to thank our many customers who have built this great business for us! The money you have sent us has been invested in the business to enable us to offer better nursery stock. It has not been squandered on high-priced radio and newspaper advertising, because—

Our records show that **the greatest volume of our business comes through the many unsolicited recommendations of our satisfied customers!** 10,000 new customers gained in 1935—isn't it wonderful! Your fine cooperation proves that you have confidence in Emlong stock and policies, and in your **CONFIDENCE** we base our hope of future business!

I am here to serve my customers, and want you to feel free to bring your fruit planting problems to me any time. I will help you to the best of my ability, as I want you to **GET THE MOST** from your investment in our fine nursery stock!

Sincerely yours,



President



HENRY EMLONG

The man who pioneered the growing of high grade fruit and fruit plants in Berrien County, Michigan, over 50 years ago. His motto, "Quality First," is as good today as it was then. It is as important to the buyer as to the seller of nursery stock.

TRANSPORTATION COSTS

Due to variations in the weight of many items of nursery stock it is unfair to the purchaser to quote prepaid prices and unless otherwise noted throughout catalog all orders will be shipped either parcel post or express collect when the amount is 30c or more. Charges of less than 30c will be prepaid and statement of exact amount mailed you so that you can remit to us. This method will save you the 12c C. O. D. charge. Generally speaking express will be the most economical method of shipment if parcel weighs ten pounds or more.

LET'S TAKE A PICTURE VISIT TO EMLONG'S BIG NURSERY



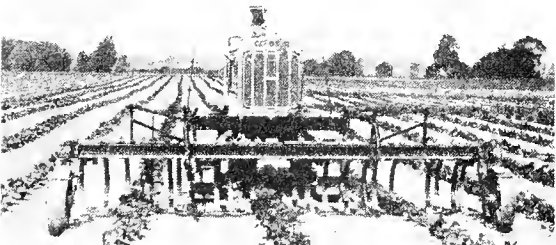
Millions of healthy, hardy, strawberry plants, occupy over 400 acres.



Stock cattle that top the market, aid in maintaining fertile soil.



Asparagus field four months after sowing seed. Mammoth white roots!



Emlong-invented cultivators keep out weeds and conserve plant food.



Evergreens stay bright green on Emlong soil. They are kept perfectly sheared.



Shoulder-high cover crops plowed under to increase soil fertility.



Nursery stock is a **living, growing, field-made product**. It must be expertly grown under proper conditions to give you absolute satisfaction! It will pay you to consider carefully the advantages or disadvantages of the company with which you expect to deal before placing an order.

The pictures on this page will give you a small glimpse of how we grow stock at Emlongs. Let Mr. Wm. (Bill) Adair, our propagation specialist, tell why we can give you **BETTER NURSERY STOCK THAN ANY OTHER NURSERY IN THE COUNTRY**:

"I have propagated nursery stock for over thirty years, for some of the largest nurseries in every part of this country. **Nowhere else in the entire United States** have I found such ideal natural advantages for growing **EXCELLENT NURSERY STOCK** as Emlong's farms afford! Here is the plant lover's Utopia!

"The **soil is the richest in the world**, but light and well drained. (That's what makes long, husky, white roots). Rainfall is plentiful, climate perfect, to make every cutting and seedling take hold quickly and make an **abundant root and top growth**. The brisk air from Lake Michigan is tempered just right in Fall and Winter to make plants **healthy and hardy**.

"We maintain several hundred stock cattle, and turn under hundreds of acres of cover crops annually to keep our soil at the peak of fertility. Special built machines work the soil to a depth of 18 inches to encourage long, sturdy root growth. It's **good roots** that make vigorous, rapid-growing, heavy-bearing plants and trees, that produce "A" grade fruit for many years!

"All propagating stock is hand-set. All hoeing, grading, pruning and tying done by hand, by experts of long experience, because we want it done right. I know from experience that the stock we are growing will succeed anywhere on this continent. I traveled over the entire country last Summer and Fall, and assure you that there's no nursery stock anywhere that compares with Emlong's in Quality."

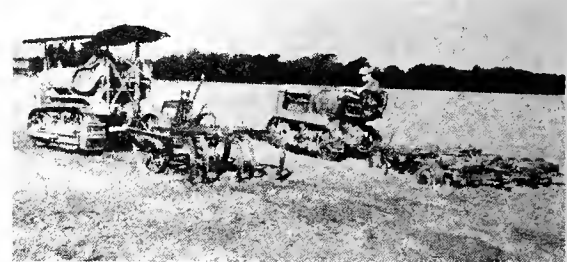
Bill Adair



Hundreds of acres of husky raspberry plants, guaranteed disease-free.



A field of Emlong Hydrangea shrubs, three months after setting cuttings.



Chisel, drawn by 30-ton tractor, pulverizes soil 18 inches deep.



Straight, well-branched, long-rooted young fruit trees.



Constant spraying keeps our stock free from insects and diseases.



Perennial flower plants thrive briskly on Emlong soil.

Play Safe—Buy Stock Grown by an Expert

500,000 SATISFIED EMLONG CUSTOMERS SPEAK FROM EXPERIENCE

• • • BUY WITH

CONFIDENCE • • •



"The shrubs I bought of you three years ago have increased the value of my home several hundred dollars." Mrs. H. Stewart, St. Anthony, Idaho.

"Order from Emlong. You'll get a Square Deal."

Out of the many thousands of voluntary letters of praise which our customers send us, we have chosen a few which tell WHAT YOU WANT TO KNOW about Emlong:



"Would you believe that \$5.00 worth of your ornamentals made this charming outdoor living room for me?" R. M. Dunbar, St. Joseph, Mich.



"Your Raspberries are vigorous growers, and bear highly profitable crops." J. C. Grigg, Hopkinton, Iowa.

WANTED TO START RIGHT

"Being inexperienced in gardening, I asked my friends where to order the best nursery stock. The answer was invariably: 'You can depend on Emlong to give you vigorous, sure-to-grow stock, prompt service, and courteous treatment.'" Harold Klas, Lansing, Michigan.

MADE A HIT

"Your method of packing, and quality of stock has made a hit with me and my friends." B. S. Long, Sioux City, Iowa.

HONESTY PAYS

"I will sure recommend you to all my friends for honest dealing." E. C. VanLehn, Sebring, Ohio.

TRUTHFULLY DESCRIBED

"Your plants are the best I ever bought. They certainly live up to the description in your catalog." S. B. Harris, Glen Falls, N. Y.

DELIGHTED HIM

"My 10,000 Strawberry plants and 100 fruit trees have delighted me in every way. You surely live up to your guarantee of square dealing and send out healthy, well-rooted plants and trees." L. E. Nichols, Chillicothe, Missouri.

COURTESY WINS

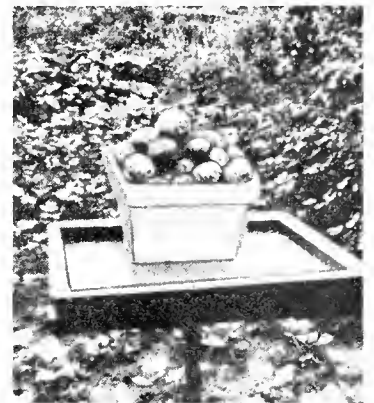
"I never received such fine courtesy from a nursery before. I'll tell all my neighbors to order from you." Mrs. C. Pours, Braceville, Illinois.

SCORED 100%

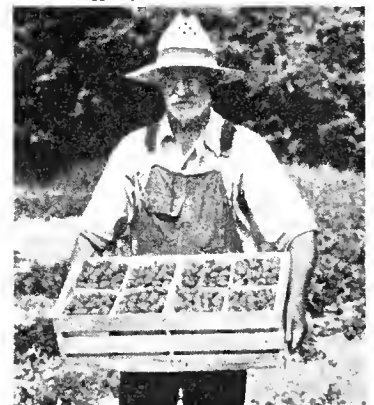
"I didn't lose a plant from the order I received from you—so that's 100% stand." S. Campbell, Kansas City, Missouri.

PRIZE WINNERS

"Our roses won first prize in the flower show. We are more than pleased with everything we ever bought of you." Ed. Prusha, Omaha, Nebraska.



"Picked these berries June 30 from Gem plants set May 6, some speed!" Arthur Clapp, Villa Park, Illinois.



"Your strawberry plants are worth twice what you ask for them. My berries brought 50 to 75c more per crate than my neighbors. I made money by getting good plants." Fred Tippit, Findlay, Illinois.



"One of the grape vines you sent me bore 270 bunches — 2 bushels of fruit this year." S. B. Lippert, Tiffin, Ohio.

"I am so proud of my plants, and cannot praise you enough for your good and honest dealings." Harry Gavitt, Springville, Pa.

EMLONG'S 4-SQUARE GUARANTEE

FIRST CLASS

Everything in this book is guaranteed to REACH YOU IN SATISFACTORY CONDITION. If it fails to do so, notify us AT ONCE and receive prompt adjustment.

DISEASE-FREE

Every plant, tree, etc. which we sell is guaranteed to be free from disease when it reaches you. Certificate of Inspection is attached to each shipment.

TRUE TO NAME

Every plant, tree, etc. is guaranteed to be true to name. If found to be otherwise, we refund purchase price or make satisfactory replacement upon proof of error.

TO GROW

We replace stock which fails to grow if reported before July 1 of year planted. If reported after July 1 we replace at half price. No claims allowed after October 1.

We Build on Our Customers' Confidence 5



Strawberries — For Home and Market

AMERICA'S MOST POPULAR FRUIT . . .

Sonny Bohlender, Tip. City, Ohio, treats himself to home-grown Strawberries daily. The plants form a lovely border to the Barberry hedge.

If you haven't room for Strawberries in the garden, set them 12 inches apart in front of shrubs, in the rock garden, along walks and drives. They utilize space which is otherwise wasted. The leaves and blooms are very ornamental. The smallest yard accommodates several hundred plants.

Peak of Perfection

Ornamental Strawberry Planting

Three Prize-Winning varieties, including Everbearers and Junebearers. Big, sweet berries start ripening this year in July. There'll be plenty next year, too!

50 GEM Everbearing

50 New DORSETT

50 New FAIRFAX

A \$2.58 VALUE

Special Price to the Ladies

\$1.98

About 8,000 plants are required per acre. Plant some early, mid-season, late, and everbearing varieties to lengthen the picking season and secure highest profits. Berries can be shipped 200 miles. Grow an acreage large enough to supply your part of the state!

• Plant Only the Best

You can only get big berries, big yields, and big profits from **FIRST QUALITY PLANTS**. Our long, white-rooted, healthy strawberry plants are the product of rich, expertly-prepared soil. No-where else can you purchase plants to compare with them! They succeed anywhere on this continent and are guaranteed to give satisfaction. We are the World's Largest Growers of Fruit Plants, because we have ideal growing conditions. Our many years of experience have made us experts in growing and handling fruit plants, so that our customers get the most out of them. State Certificate of Inspection is attached to each shipment. Strawberry plants are scarce this year, so reserve your order early. Get the January discount mentioned on page 3. Complete cultural directions sent with order upon request.

• A Few Personal Words

(1) We pay \$50 for best letters and photos telling of success obtained with Emlong stock. (2) If you have anything new in plants or trees, let us test it in our trial plot. It may prove valuable to you. (3) Farmers—do not overlook the **MONEY-SAVING BAR-GAINS** at the bottom of this and the following 5 pages!

• There are two kinds of Strawberries: **STANDARD**, or June-bearing; and **FALL** or Everbearing. They succeed anywhere in this country, on fertile, well-drained soil. We advise planting some of each kind. The standard sorts are superior in quality and flavor, and the Everbearers are very desirable and profitable for fall use.

• Important in the Home Garden

Strawberry gardening is an enjoyable and profitable pastime. Perhaps that is why fresh strawberries have become America's favorite fruit. 200 plants supply the average family with fresh and canned berries. They require only about 16x40 feet of ground. Set the plants 1½x2½ feet in the garden, and grow them in matted rows. Where space is limited, plants can be set 12 inches apart each way and runners cut off to confine them to hills. Strawberry plants should be set only in the spring, during March, April and May.

• You Can Have Berries This Year!

EVERBEARING STRAWBERRY PLANTS can be set out this spring, and commence to bear in July, continuing until winter. Keep the blooms clipped off until July 1st to induce the plants to root deeply before fruiting starts. **Standard varieties** should not be permitted to bear the first year. Remove all blooms, so that they will not bear until next year.

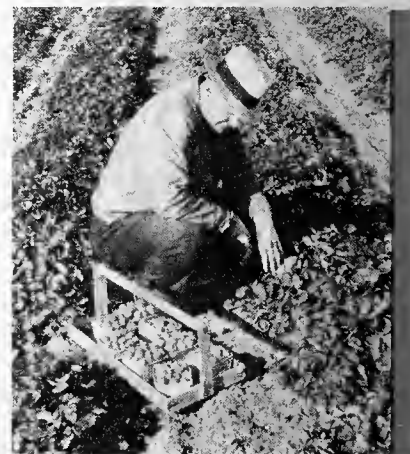
• The Most Profitable Farm Crop!

No other farm crop brings as great profit as Strawberries. Our customers report more profit from an acre of Strawberries than from 40 acres of other products. Yields reported in 1935 averaged about 600 16-quart crates per acre. At **WHOLESALE PRICES**, this would mean an average income of \$900, or more, per acre.

Strawberries grow on any fertile, well-drained soil. For field culture, set the plants 1½x3½ feet and grow them in matted rows, permitting all runners to take root until the fruiting rows are about 20 inches wide.

"I took my own advice and planted Strawberries," says **Ralph R. Emlong**. "Five acres of Dorsett bore over 3000 crates of berries in 1935. Sold at **WHOLESALE** for \$5,250.00. Yes, Strawberries pay."

A field of Emlong Strawberry plants owned by **D. Hall, Omaha, Nebr.** A clipping from the **Omaha Bee-News** reports that this 5-Acre plot yielded a \$10,000.00 crop in 29 days. Mr. Hall says Emlong plants do best in Nebraska!



**1000 GEM
EVERBEARING
and
1000 MASTODON
EVERBEARING**

If ordered before
April First, for

\$14.98

No Discount

MONEY SAVING OFFER No. 1

CLERMONT

New! EARLY SCARLET BEAUTY

- Early, self-pollenizing, standard type.
 - Vigorous plants make well filled rows.
 - Plants very resistant to dry weather as they root deeply.
 - A coming commercial variety!
 - Large, smooth, rather pointed berries.
 - Vivid, varnished-scarlet color.
 - Ripens 4 or 5 days after Premier.
 - Holds size throughout picking season.
 - Snappy new flavor!
- Clermont was introduced by the N. Y. Expt. Station in 1933. It is a cross between Premier and Marshall. Has been tested in every part of the country, and proven highly successful everywhere except on lowland where air drainage is poor. Excels in Northern, Eastern and Central states.

Special
2000
CLERMONT

If ordered before
April 1st

\$10.98

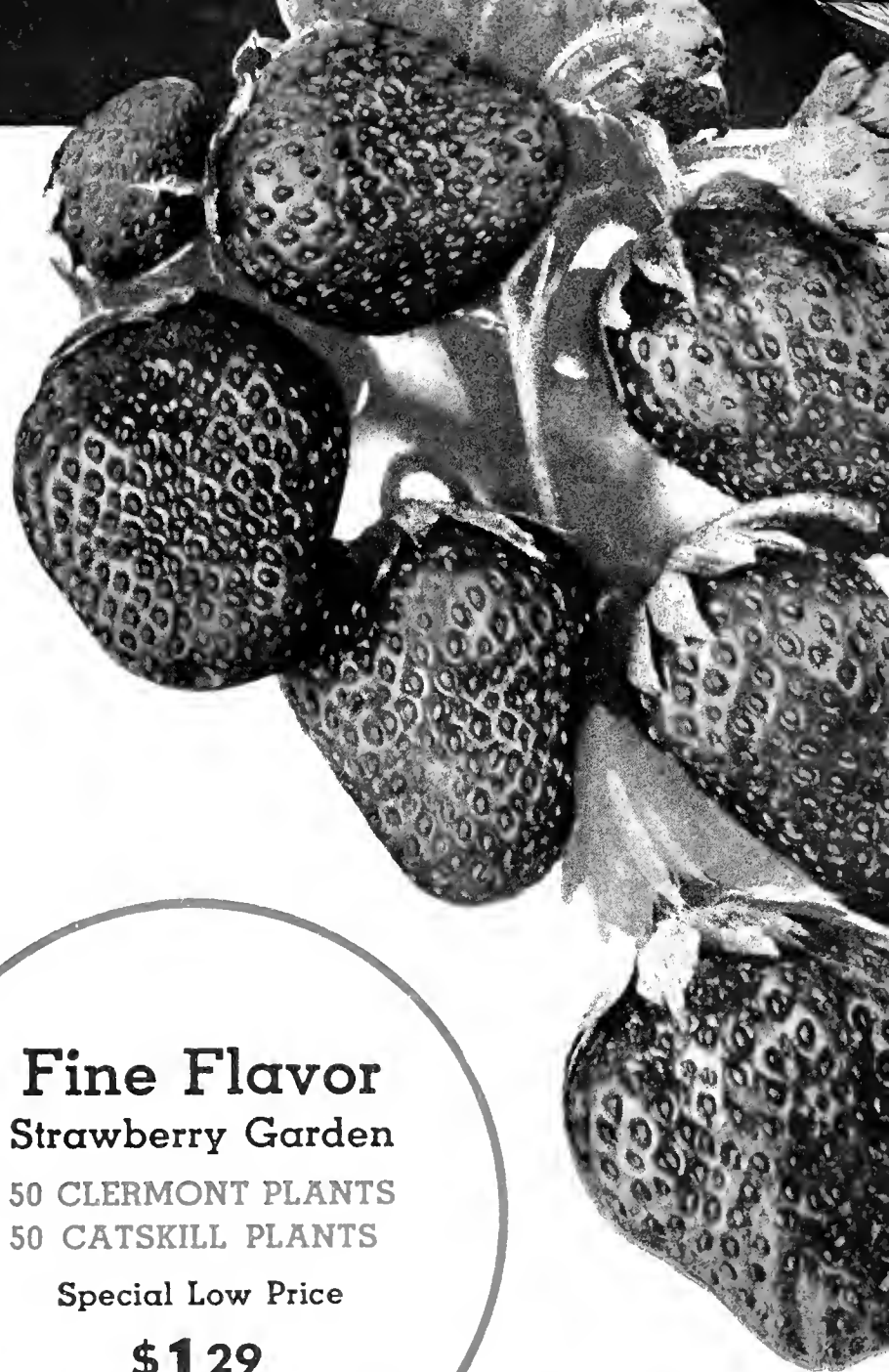
No Discount

The fruit is large, very shapely, and produced in enormous quantities. It keeps its bright, fresh, varnished appearance after being shipped to market. We predict Clermont will replace most of the early varieties now being grown in large strawberry districts.

Plant Emlong's heavy-rooted, Northern-grown stock and get a head-start for a bumper crop of Clermont! It's a money-maker!

PRICES—CLERMONT PLANTS

	25 plants, 59c; 50 plants, 79c	
100 plants.....	\$1.35	400 plants.....\$3.25
200 plants.....	2.25	500 plants.....3.75
300 plants.....	2.75	1000 plants.....6.95



Fine Flavor Strawberry Garden

50 CLERMONT PLANTS
50 CATSKILL PLANTS

Special Low Price

\$1.29

CATSKILL • • •

New! MIDSEASON GIANT

- Midseason, self-pollenizing, standard type.
- Berries are extra-large, plump and firm.
- Most dazzling red color found in a midseason strawberry.
- Richly aromatic flavor, fancy dessert berry, fine texture.
- Plants root deeply, grow rapidly; set wide fruiting rows.
- Produces 25% more berries than old varieties.
- Thrives on any fertile, well-drained soil. Succeeds in any part of the country where other Strawberries are grown.
- CHARTED RECORD on a 3-acre plot, in 1935 showed a yield of 778 crates per acre. Sold AT WHOLESALE PRICES

averaging \$1.50 per crate, they brought an income of \$1,167 per acre.

Prices

Catskill Plants

25 plants for 59c

50 plants for 79c

100 plants	\$1.45
200 plants	2.50
300 plants	2.95
400 plants	3.75
500 plants	4.25
1000 plants	7.95

• Catskill is the only new mid-season berry with outstanding merits. That's why we want our customers to get started with it this year. The quality of fruit equals that of Dorsett and Fairfax, and we recommend planting it with them to lengthen the fruiting season.

• Order Emlong's Northern-grown, heavy-rooted plants today. Supply is very limited.

MONEY SAVING
OFFER No. 2

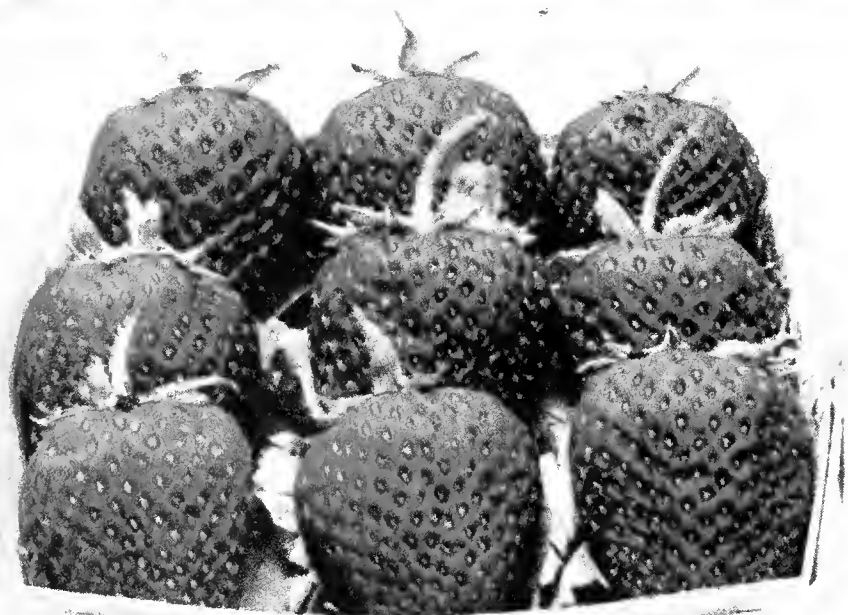
1000 CLERMONT AND 1000 CATSKILL
IF ORDERED BEFORE APRIL FIRST

\$1.129
No Discount

Emlong's

DORSETT

THE STRAWBERRY THAT HAS PROVEN EVERY CLAIM MADE FOR IT!



Emlong's

"Shortcake Special"

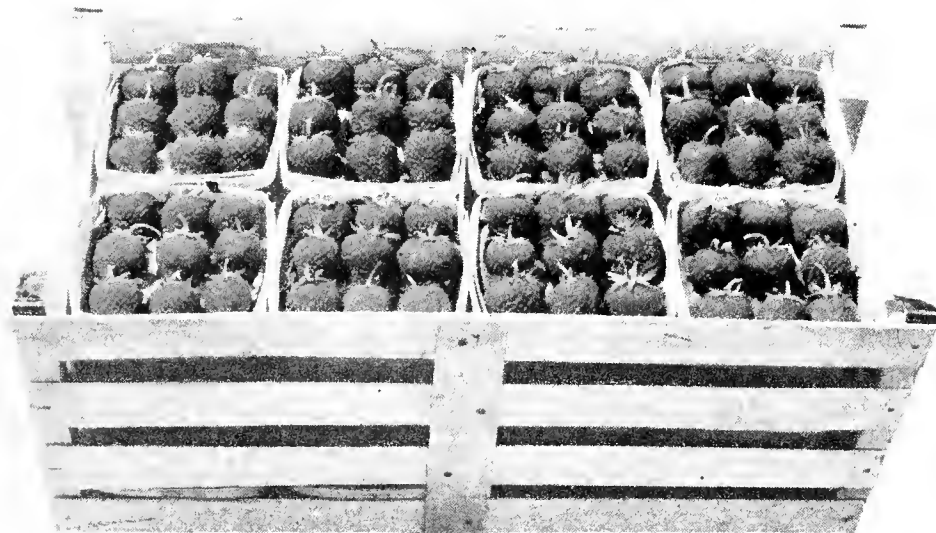
Home Strawberry Garden

100 DORSETT PLANTS
100 FAIRFAX PLANTS

All high-grade, hand-sorted plants.
Guaranteed to grow. Will supply
the home table during June.

SPECIAL PRICE

\$1.79



A Powerful New Source of Profit for Berry Growers!

- Extra Early and Frost Proof; Self polenizing, Standard Type.
- Withstands Droughts and Excessive Rainfall Better than Other Varieties.
- Makes Well-Filled Rows of Plants, Which Grow 8 to 12 Inches Tall.
- Large, Uniformly Shaped Berries—Every One Matures to Full Size.
- Covers an Extra Long Fruiting Season, starting early and lasting through the mid-season fruiting time.
- Best Keeping and Shipping Quality of Any Strawberry.
- Bright, Glistering, Flame-Red Berries, Ripen Evenly All Over.
- Berries Do Not Bruise, Fade, or Darken After Picking—Always Look Fresh-Picked!
- Flavor is Deliciously Sweet, Sub-Acid and Satisfying. Require very little sugar for canning.
- Yields of 1000 Crates per Acre Reported Throughout the Country in 1934 and 1935.
- Profits of \$1000 per Acre Actually Made on berries sold At Wholesale Markets in 1935.

Leaves Nothing to Be Desired

What more can be desired in a Strawberry? Fruit growers in every part of the country are loud in their praise of Dorsett: The first Strawberry which has actually filled every claim made for it! Thrives on light, fertile soil, but also succeeds on heavy soil if well drained.

Order Early!

We have already reserved many large orders for farmers who saw Dorsett fruiting last year. The supply of plants will not fill more than 1/3 of the demand this year. Play safe—reserve your plants today and get started with the biggest money-making Strawberry of this age. NOTE THE SPECIAL OFFER FOR FARMERS AT BOTTOM OF THIS PAGE.

PRICES 25 Plants 39c
50 Plants 69c

Other Quantities Dorsett Plants

100 plants \$1.25	400 plants \$2.95
200 plants 1.95	500 plants 3.50
300 plants 2.70	1000 plants 6.65

Photos on this page—An average pint and crate of Dorsett berries (much reduced) photographed June 27th, the last picking date, 24-pint crates like this brought 69c more than other varieties of berries packed in 16-quart crates!

**MONEY-SAVING
OFFER No. 3**

**1000 DORSETT AND 1000 FAIRFAX
IF ORDERED BEFORE APRIL FIRST!**

\$10.69
No Discount

Emlong's

FAIRFAX

A RARE COMBINATION OF BEAUTY AND QUALITY

- Medium-Early, Self-Pollenizing, Standard Type.
- Plants Stand 7 to 8 Inches Tall and Have Double Crowns. Make well-filled rows.
- Foliage Very Resistant to Disease.
- Thrives on Heavy Land and Succeeds on any Fertile, Well-Drained Soil.
- No Frost Injury Has Ever Been Noticed in Fairfax.
- Immense Berries, of Uniform Size and Plump Shape.
- Dark, Carmine-Red to the Center, Ripen to an Even Color.
- Look Better—Taste Better—and Are Better than Old Varieties.
- Uniformly Firm in Flesh and Skin, Giving Them Supreme Shipping Quality.
- Yield Equal to that of the Best Commercial Sorts.
- Fairfax Berries Bring 1/3 More Money than Common Kinds.

Valuable Dessert Berry

Fairfax first won praise because of its fancy eating quality. Then shippers discovered that it had remarkable keeping qualities. Now it is a universal favorite, and destined to make big money for berry growers during the next few years! Don't delay, get started with Fairfax this year! DON'T OVERLOOK THE SPECIAL PRICES TO FARMERS AT BOTTOM OF THIS AND THE PRECEDING PAGE!

PRICES 25 PLANTS 39c
50 PLANTS 69c

OTHER QUANTITIES OF FAIRFAX PLANTS

100 plants \$1.25	400 plants \$2.95
200 plants 1.95	500 plants 3.50
300 plants 2.70	1000 plants 6.65

20 STRAWBERRIES GROWN AT URBANA FILLED QUART BOX

Urbana, Ia. Strawberries picked in the garden of Mr. Charley Hawley here are said to be the largest ever grown in this community. Some of them measure six inches around either way. One quart box contained only twenty berries and was filled to capacity. They are of the Fairfax variety and a dark red color. Plants grow about a foot high, and the berries are sweet with a delicious flavor.

Read This

June 21, 1935
"I bought Fairfax and Dorsett plants from you a year ago. Have raised Strawberries all my life but never saw anything to compare with them! Berries sure were immense. Folks came from all around to look at them. Here is a piece somebody put in the paper." Chas. E. Hawley, Urbana, Iowa.



A dish of Fairfax beauties (much reduced in size). These ten berries nearly filled a pint box. Photo June 18, 1935. Read Mr. Hawley's letter on this page.

"Emlong's Best" STRAWBERRY GARDEN 4 New Big-Yield Kinds

50 DORSETT
50 FAIRFAX
50 CLERMONT
50 CATSKILL

200 plants in all

\$2.25

This smiling lad is Buddy Gast, of Baroda, Michigan. He likes his strawberries big, sweet and juicy. You'll smile, too, when you pick the luscious berries produced by these four new wonder-berries. 200 plants only require a plot 16x40 feet. They supply the table with fresh berries 3 to 5 weeks. Buy them today, at our special low price!



**MONEY-SAVING
OFFER No. 4**

**2000 FAIRFAX AND 2000 DORSETT (1/2 ACRE)
IF ORDERED BEFORE APRIL FIRST**

\$19.89
No Discount

Emlong's PREMIER

• • • First Quality Plants
if Ordered Before April 1st

2,000
for \$7.95
No Discount

- King of commercial strawberries for over 15 years.
- The Standard of excellence by which other varieties are judged.
- Extra-early, frost-resistant, self-pollenizing, standard type.
- Thrives everywhere in the United States.
- Produces medium to large, bright red, pointed berries.
- Large-scale buyers demand Premier berries for shipping long distances, because they do not bruise in flesh or skin, but retain their original color and gloss for several days after picked.
- Mild and delicious flavor.
- Long picking season increases profits.
- Yields 800 to 1,000 crates per acre under normal conditions. Average income is \$1,500 per acre—more when prices are high.

EMLONG'S NORTHERN-GROWN PLANTS EXCELL

Our customers say that they get MORE BERRIES, BETTER BERRIES and BIGGER BERRIES from our Premier plants than from Premier plants purchased anywhere else. BUY YOUR STRAWBERRY PLANTS DIRECT FROM AN EXPERT GROWER, GET THEM FRESHLY DUG! Special prices to commercial growers.

Prices of Premier Plants

25 plants,	39c
50 plants,	69c
100 plants.....	\$1.19
200 plants.....	1.89
300 plants.....	2.29
400 plants.....	2.69
500 plants.....	3.00
1000 plants.....	5.45

A \$4.25
VALUE
SPECIAL
LOW PRICE
\$2.69
No discount on
this offer.

Mother's Big STRAWBERRY GARDEN

Bears from June until November

200 Plants-25¢ Each

OUR BEST 8 VARIETIES

You get 25 each GEM AND MASTODON EVERBEARING, DORSETT, CLERMONT, FAIRFAX, CATSKILL, BRANDYWINE, PREMIER. Hand sorted plants. They'll produce the grandest assortment of big, sweet berries you ever ate! ORDER TODAY!

"Your plants are fine! From 500 Premier we picked 920 rounded quarts this year. Customers said they were the best berries they ever ate!"

A. C. Alspaugh,
Willshire, O.

SPECIAL! PREMIER ACRE

8000 big healthy Emlong-grown Premier plants for only \$27.85 if ordered before April first. (No discount.)

MONEY SAVING
OFFER No. 5

1000 PREMIER AND 1000 FAIRFAX
IF ORDERED BEFORE APRIL FIRST

\$8.98
No Discount

Your Favorite Dessert Strawberries

Prices, the Following Four Varieties:

100 plants \$1.20	25 plants 47c	400 plants \$2.90
200 plants 2.00	50 plants 78c	500 plants 3.25
300 plants 2.50		1000 plants 5.85

BRANDYWINE

Late, self-pollenizing, standard type. Fancy dessert variety which produces big crops of immense, round, dark-red berries, solid to the center. Deliciously rich flavor. Keep bright and firm several days after picked. Large plants, thrive best on heavy soil, but succeed everywhere.

COOPER

Medium-early, self-pollenizing, standard type. Largest and sweetest strawberry grown. Brilliant red in color, fine and firm in texture. Highly favored as a fancy table berry. Plants are big and healthy. Does best in north, central and northeastern states.

BEAUTY

Medium-late, self-pollenizing, standard type. Unusually large, juicy and highly flavored berries! Require very little sugar for eating or canning. Bright, deep-red in color, firm in texture.

HARVEST KING

Midseason, self-pollenizing, standard type. Extra heavy producer of large, deep-red, solid berries. Seeds small, skin very firm, flavor excellent. Covers very long fruiting season. Likes black and heavy soil, but succeeds everywhere. Unbeatable for canning and shipping.

Heavy Yielding Commercial Strawberries

Prices, the Following Five Varieties:

100 plants \$0.96	25 plants 39c	400 plants \$2.35
200 plants 1.65	50 plants 59c	500 plants 2.65
300 plants 2.00		1000 plants 4.85

BLAKEMORE

Extra-early, self-pollenizing, standard type. Healthy, deep-rooting plants, which thrive on very light, poor soils, and stand extreme weather conditions. Medium size, bright-red berries are produced in great abundance. Extra-firm quality makes them favorites for canning and long distance shipping.

AROMA

Late, self-pollenizing, standard type. Favorite market and long distance shipper throughout the central and middle western states. Berries are wedge-shaped, very dark red, solid to the center, rich in flavor.

GIBSON

Medium-early, self-pollenizing, standard type. Heavy, sure cropper. Berries medium large, bright red, firm in quality and of excellent flavor. Good on heavy soils. Succeeds especially well in middle western and northern states.

PEARL

Extra-late, self-pollenizing, standard type. Very solid berries, medium large, dark red to the center. Succeeds on poor soil, making wide fruiting rows. Long distance shipper.

EARLY PROLIFIC

Early, self-pollenizing, standard type. Stands severe winters, spring frosts, drought and poor soil. Especially good on black and sandy soil. Makes solid fruiting row and produces enormous crops of berries. Fruit is dark red, extra-firm, medium-size. Good keeper and shipper.

Emlong's DUNLAP

... First Quality Plants
if Ordered before April 1st

2000 **\$689**
FOR No Discount

- Midseason, Self-pollenizing, Std. Type.
- Prolific Runner Maker, Hvst. Cropper.
- Hardest Var. for north and Ctr. West.
- Favorite Canning and Shipping Var.
- Most Solid Strawberry in Existence.
- Very Dark Red All the Way Through.
- Best of All in Rich, Sweet Flavor.
- Stands Poor Soil; Severe Weather.

Plant Emlong's Northern-Grown Strain

No matter what part of the country you live in, Emlong's Dunlap will thrive best for you! No other Strawberry plants can compare with those grown on our new, fertile, well-drained, upland soil. Write for prices on large quantities. FARMERS—don't miss the MONEY-SAVING OFFER at the bottom of this page.

PRICES OF DUNLAP PLANTS:

25 plants 39c	
50 plants 59c	
100 plants \$0.90	400 plants \$2.19
200 plants 1.50	500 plants 2.45
300 plants 1.85	1000 plants 4.45



New! "TAKE-YOUR-PICK" GARDEN

100 PLANTS
\$1.19
4 KINDS
SPECIAL LOW
PRICE

Pick your favorite Strawberry varieties and make your ideal garden this year! Emlong's best hand-sorted, guaranteed-to-grow plants, at unheard-of low prices! Send your order today!

200 PLANTS
\$1.98
4 KINDS
SPECIAL LOW
PRICE

"Take-Your-Pick" Garden No. 1

YOUR CHOICE of 25 Gem or 25 Mastodon Everbearing plants, and 25 EACH of ANY 3 varieties described on this page. 100 plants in all, for only \$1.19. (Note—You may include Premier in your selection if desired.)

"Take-Your-Pick" Garden No. 2

YOUR CHOICE of 50 Gem or 50 Mastodon Everbearing plants, and 50 EACH of ANY 3 varieties described on this page. 200 plants in all, for only \$1.98. (Note—You may include Premier in your selection if desired.)

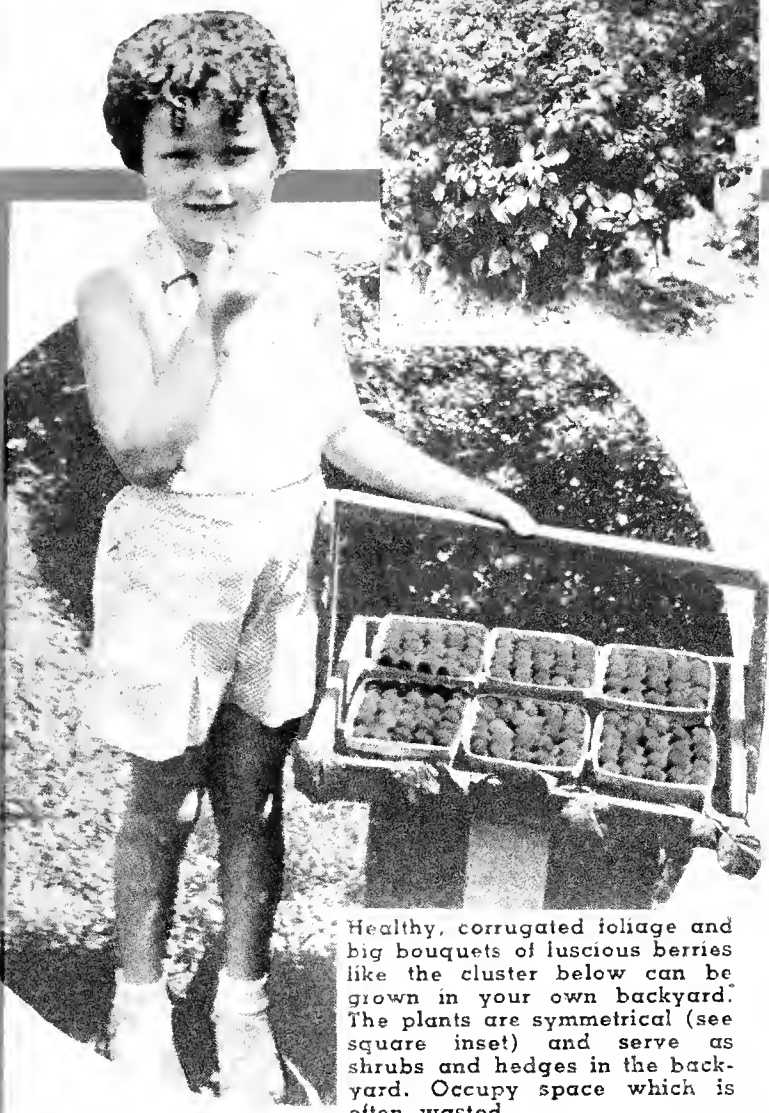
MONEY SAVING
OFFER No. 6

1000 DUNLAP AND 1000 PREMIER
IF ORDERED BEFORE APRIL FIRST

\$739
No Discount

They're Useful and Ornamental
FOR GARDENS AND FARMS . . .

RASPBERRIES



Healthy, corrugated foliage and big bouquets of luscious berries like the cluster below can be grown in your own backyard. The plants are symmetrical (see square inset) and serve as shrubs and hedges in the backyard. Occupy space which is often wasted.



READY - TO - BEAR Ornamental Raspberry Hedge

6 SCARLET SWEET Red Everbearing
6 CHIEF, early Red
6 LATHAM, late Red
6 LOGAN, early Black
6 CUMBERLAND, late Black
A \$3.85 Value

Will Plant a 90 Foot Hedge

30 BIG
2-YEAR
TRANSPLANTS
\$2.89

● **A DELICACY FOR THE HOME GARDEN**—Raspberries are extremely useful in planning the family menu, and should be in every garden. The fruit is delicious eaten fresh, cooked, or canned. **RED RASPBERRY PLANTS** should be set 3 feet apart with rows 5 feet apart in the garden. They serve nicely as hedges along the alley, lot lines, drives, walks, etc. Can be pruned to a formal shape. **BLACK RASPBERRIES** should be set 3½ feet apart with rows 6 feet apart in the garden. Confine them to hills. They serve as shrubs in the backyard. If care is taken to remove old canes right after fruiting, there will not be any unsightly dead leaves or branches. 25 to 50 Raspberry bushes keep the average family table supplied with fresh and canned fruit. Plant March to late May. The one-year plants start bearing the year after planted.

● **HAVE BERRIES THIS YEAR**—Our two-year, bearing-age Transplants are very popular for home gardens and plots of several hundred Raspberry plants. They bear some fruit the first year and nearly a full crop the second year. **THEY SAVE A YEAR OF WAITING FOR FRUIT!** Transplants are always scarce—order yours today and have them reserved until planting time. **Mr. Fred Follett, Grand Ledge, Michigan** says, "Despite the most severe drought in years, I secured 100% stand from those Cumberland Blackcaps. Had berries on the table 10 weeks after setting plants. Let me urge your customers to set 2-year transplants!"

● **A BIG-PAYING FARM CROP**—Right through the hard times our customers reported incomes of \$500.00 to \$900.00 per acre from Raspberries. Yields of 500 to 800 crates per acre were common in 1935, with berries selling at \$2.00 per 24-pint crate at wholesale. Raspberries thrive on any fertile, well-drained soil. Red Raspberries are set 3 x 6 and grown in hedge-rows. About 2400 plants are required per acre. Black Raspberries are set 3½ x 7 and grown in hills. About 1800 plants are required per acre. In planting several acres it is economical to use one-year selected plants. Set plants March to late May. Complete cultural directions will be sent with order upon request.

● **PLANT STOCK GROWN BY AN EXPERT**—The first cost of a Raspberry planting is small compared with the possible returns. Don't waste time and money on "scrub" stock. Plant only the best, and grow the biggest, highest-quality fruit in generous quantity! We are the World's Largest Growers of Raspberry plants. Our soil and climatic conditions are ideal for producing heavy-rooted plants and many years of experience have made us experts in growing and handling them. Stock is inspected twice a year, and State Certificate of Inspection accompanies each shipment.

● **A FEW PERSONAL WORDS**—(1) We pay \$50. a year for best letters and photos telling of results obtained with Emlong stock. (2) If you have any new varieties of plants, would be glad to test them for you. They may prove valuable... (3) Farmers—note the money-saving offers at the bottom of the following pages.

Raspberry News

"The one-year Chief and Latham plants you sent me are larger and stronger than some bought elsewhere for 2-year transplants."

E. C. Alsbaugh, Massachusetts

"I picked 57 crates of fruit this year from the 50 Raspberry plants bought of you 3 years ago."

Fred Cliften, Ogden, Utah

"Early Red Raspberries sold at \$9 per crate on the Syracuse market this summer. Fruit pays me better than my dairy business."

Geo. Bonsteel, New York

"Our state inspector says the 5000 Latham plants I bought of you last year are the finest he has seen in this state. All growing, and 100% healthy!"

F. J. Shea, New York

500 LATHAM — 500 CHIEF — 500 LOGAN — 500 CUMBERLAND 1-Yr. If ordered before April First— **\$22.50**

No Discount

Early-Mammoth-A Winner!

The New NEWBURGH

- 5 days earlier than Latham
- New, tangy flavor
- Wonderful keeper, solid as Cuthbert
- Heavy yielder, easy to grow
- Hardy everywhere in the United States.
- Largest berries on record
- Round, vivid-red berries
- Free from crumbling
- Remarkably resistant to mosaic

The photo at the right shows actual size of Newburgh berries. (Photo courtesy N. Y. Expt. Sta.) This is one side of one cluster branch. It gives you an idea of the immense crop set by this marvelous new variety. **Excellent for the home garden**, as it takes a fancy rating for flavor, either fresh or canned! Newburgh was introduced by the N. Y. Expt. Sta. and has been tested for several years in Northern, Central and Middle-western states. Ripens between Chief and Latham, and ranks with the best in quality.

Prices of Newburgh Plants

1-Yr. plants: 6 for 59c; 25 for \$1.69; 100 for \$3.98.

2-Yr. plants: 6 for 97c; 25 for \$2.87; 100 for \$6.97.

Farmers—write for prices on larger quantities.

12 PLANTS

1-Yr. 89c

12 PLANTS

2-Yr. \$1.79



Scarlet
Sweet

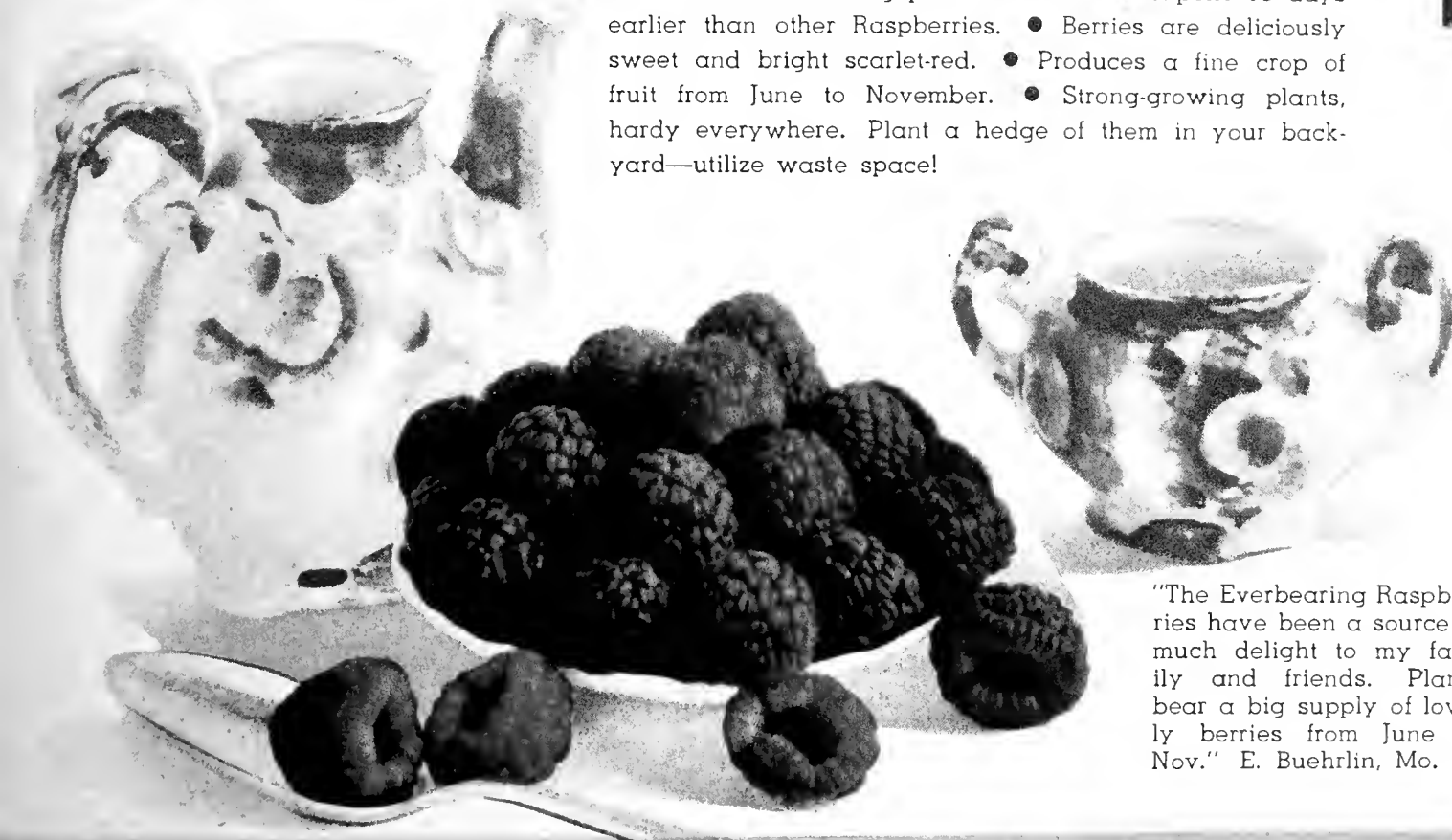
EVERBEARING RASPBERRY

Fresh berries for your table from June until November!

12 BEARING-AGE PLANTS COST ONLY \$1.79

SCARLET SWEET (St. Regis) is the only satisfactory Everbearing Raspberry. It has gained great popularity for home garden planting and market garden trade.

It has four outstanding points of merit: ● Ripens 10 days earlier than other Raspberries. ● Berries are deliciously sweet and bright scarlet-red. ● Produces a fine crop of fruit from June to November. ● Strong-growing plants, hardy everywhere. Plant a hedge of them in your backyard—utilize waste space!



SPECIAL!

6 New Newburgh
and
6 Scarlet Sweet
All 1-Year \$0.98
All 2-Year 1.69

PRICES SCARLET SWEET PLANTS

1-Yr. plants: 6 for 69c;
12 for 98c; 25 for \$1.79;
100 for \$3.98.

2-Yr. plants: 6 for 98c;
12 for \$1.79; 25 for
\$2.97; 100 for \$7.87.

Farmers — write for
prices on larger quan-
tities.

"The Everbearing Raspberries have been a source of much delight to my family and friends. Plants bear a big supply of lovely berries from June to Nov." E. Buehrlein, Mo.

A Connecticut grower sets Everbearing Raspberries in hills 5 x 5 feet apart, and leaves 5 strong canes to a hill. He sold \$1642 worth of berries from 1 1/4 acres last year!

MONEY-SAVING
OFFER No. 8

25 SCARLET SWEET—25 NEWBURGH—25 LATHAM
25 CHIEF—100 PLANTS, 1-YEAR

\$3.98
No Discount



Our two-year, Bearing-Age transplants give you berries in ten weeks. A dozen plants make a row 36 feet long. Plant them in the backyard instead of shrubs.

Emlong's BLACKCAPS Are A LOGAN Best Early Blackcap

- Ripens a week ahead of Cumberland.
- Large, glossy, purplish-black fruit with a distinctively rich, wild, tart flavor!
- Berries are extra-firm in quality and mature to full size without crumbling or seediness.
- Logan is a heavy and dependable bearer.
- Fruits for several weeks each year over a period of 8 to 12 years.
- Plants are deep-rooters and rapid growers.
- Exceptionally resistant to drought and diseases.

Logan has established its place as the leading early Blackcap throughout the country. Those large, juicy, richly-colored berries are highly prized for serving fresh or canned at home. Make delicious pies! They have proven well able to withstand the hard knocks of shipping and reach the market in first-class condition. Early ripening and heavy yield make them sure money-makers.

Logan early and Cumberland late Blackcaps make a team that cannot be surpassed for yield and profit. Emlong's plants are certified disease-free, and guaranteed to grow.

Get this Package!

CONTAINING

6 LOGAN BLACKCAPS and
6 CUMBERLAND BLACKCAPS

All 2-Year
Bearing-Age
Plants

98c

All 1-Year
Selected
Plants

59c

PRICES: 12 LOGAN 1-Yr. Selected Plants... **49c**

Other quantities of Logan Blackcap plants:

	6	12	25	100	250	1000
1-Yr. Selected	\$0.39	\$0.49	\$0.89	\$2.85	\$4.95	\$14.95
2-Yr. Bearing-Age67	1.17	1.97	5.65	9.95	31.45

500 or more at the thousand rate.

Write for prices on larger quantities.

Mr. Uzell Collins, Sodus, Michigan says, "I sure had a good crop of Logan Blackcaps last year. Growers of other varieties said their plants dried up. Logan came through in fine shape and are entirely free from disease."

Mrs. M. E. Wescoat, Hammonton, N. J. writes, "I received Raspberry Transplants from you April 9th, picked the first berries from them June 20th. Pictures enclosed show bushes well-filled with berries July 7th."

A dish of Logan beauties
photographed natural size.
They're sparklers!

MONEY-SAVING OFFER No. 9

1000 LOGAN early Blackcap
1000 CUMBERLAND late
Blackcap

All 1-Yr. Selected
plants. Enough for
one acre. Save \$6.10
by ordering this plot
at our special price
before April first:

\$22⁵⁰

No Discount

Supreme Fruit for Home and Market

CUMBERLAND •

Dependable Late Blackcap

- The leading late Blackcap for many years.
- Berries are $\frac{3}{4}$ to 1 inch in diameter, very plump and juicy.
- Firmest quality of any blackcap. Free from seediness and crumbling.
- Luscious, honey-sweet flavor makes them favorites to eat fresh, in pies, jam, juices, or canned.
- Start ripening a week later than Logan and continue to bear over an exceptionally long period of time.
- Plants are thrifty growers, bear young, and produce big paying crops for 10 to 15 years.

Cumberland has long been regarded "Queen of the Blackcap Market." Sets the standard of quality by which other varieties are judged. The plants are exceptionally hardy, healthy, strong-growers. They succeed in every part of the country. Will grow on poor soil, but respond readily with increased yield and bigger berries when soil is properly fertilized.

Emlong's Cumberland plants have had the advantage of years of careful breeding, selection, and ideal growing conditions. You will harvest BETTER BERRIES, BIGGER AND MORE CROPS from our certified disease-free plants than from any other brand of Cumberland!

PRICES: 12 CUMBERLAND
1-Yr. Selected Plants..... **49c**

Other quantities of Cumberland plants:

	6	12	25	100	250	1000
1-Yr. Selected...	\$0.39	\$0.49	\$0.98	\$2.39	\$4.85	\$13.65
2-Yr. Bearing-Age	.67	1.17	1.97	5.45	9.55	29.75

500 PLANTS OR MORE AT THE THOUSAND RATE.

Write for prices on larger quantities.

Mr. F. P. Early, Norwich, Conn. says, "My tenant has had 34 years' experience in fruit growing. He never before saw such wonderful plants as those Blackcaps you sent me."

L. E. Burnham, Bountiful, Utah writes, "Out of the three thousand Raspberry plants which I ordered from you every plant is growing. The most perfect plants I ever saw."

MONEY-SAVING OFFER No. 10

1000 CUMBERLAND, late Blackcap
1000 LATHAM, late Red Raspberry

All 1-Yr. Selected plants. Enough for one acre. You save \$5.15 by ordering this plot at our special price before April first:

\$24⁴⁵

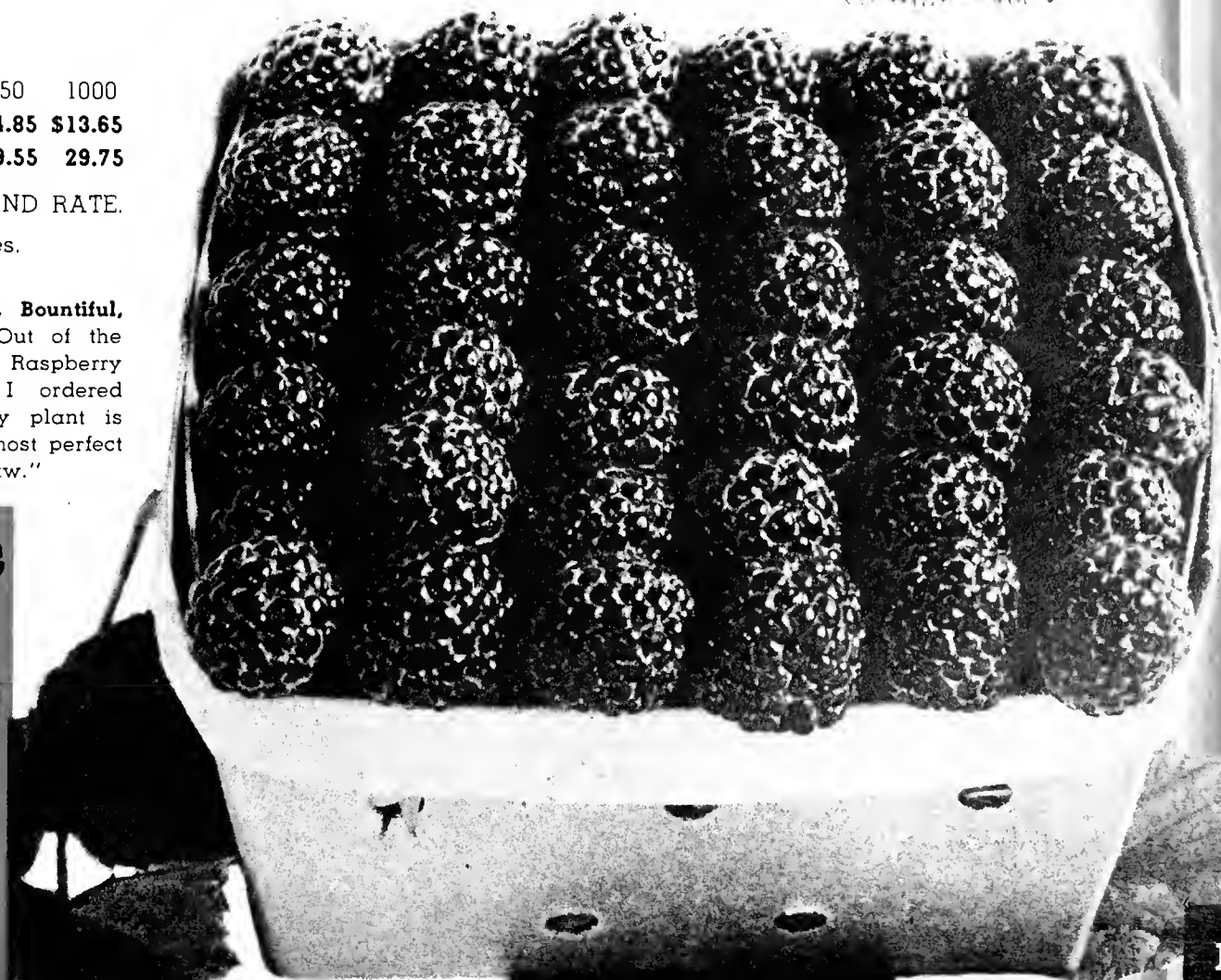
No Discount

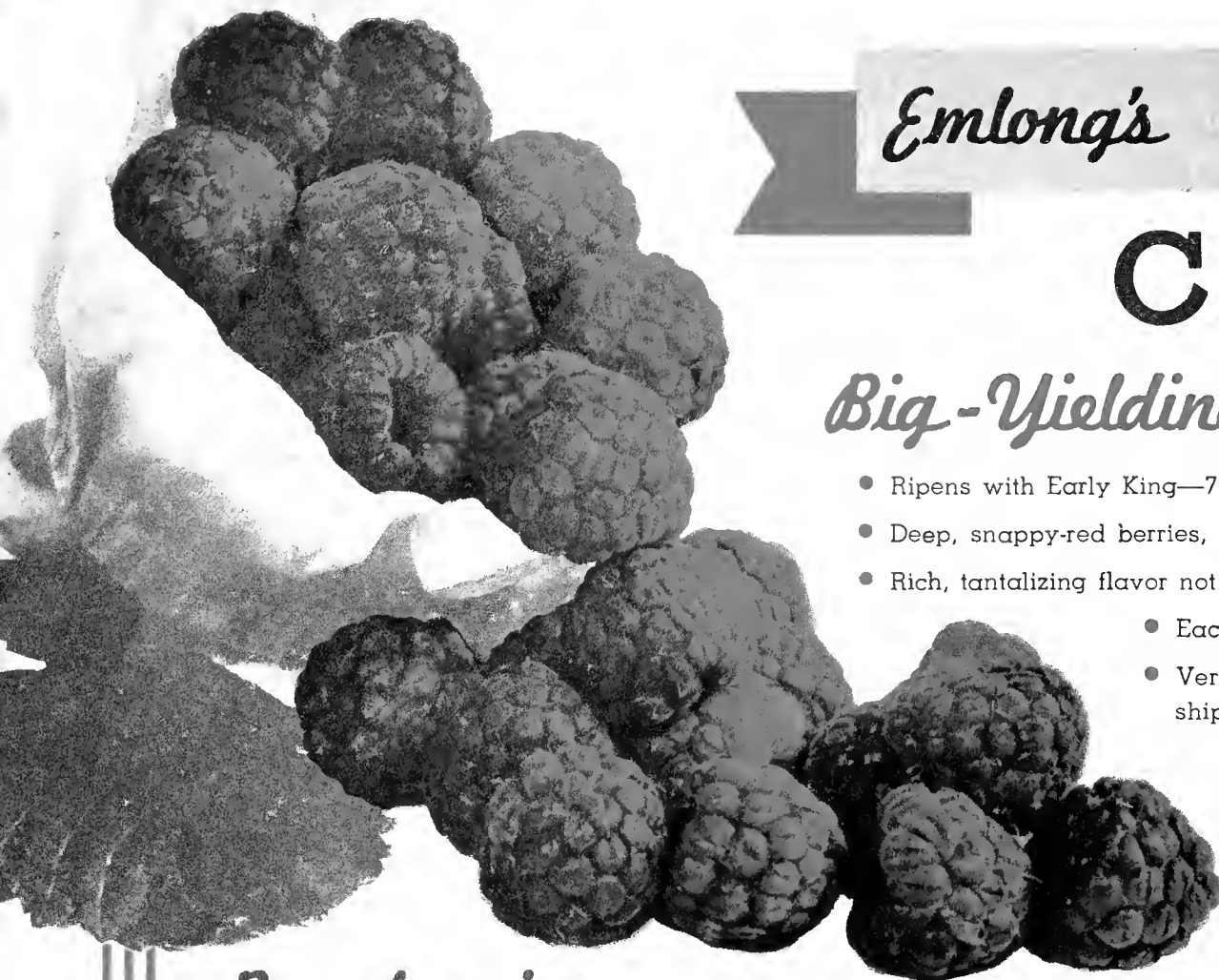
THIS BUNDLE
OF PLANTS

CONTAINING
12 LOGAN AND
12 CUMBERLAND

All One-Year
Selected Grade **79c**
All Two-Year
Bearing-Age **\$1⁷⁹**

Roots like these bring forth big, perfect, glistening berries like those shown below, in liberal quantity





Emlong's RED RASPBERRIES

CHIEF

Big-Yielding Early Raspberry

- Ripens with Early King—7 to 10 days ahead of Latham.
- Deep, snappy-red berries, very handsome and appetizing.
- Rich, tantalizing flavor not found in other Raspberries.
- Each berry measures $\frac{3}{4}$ inch in diameter.
- Very firm in quality, making them dependable for shipping purposes.
- Astonishing yield and a sure cropper.
- Fruit brings \$5 or more per crate (See Mr. Bonsteel's letter, page 12.)
- Free from crumbling. Berries cling tenaciously to bushes, guarding against loss of crop from wind and storm.

Raspberries for Your Table

"FAVORITE DOZEN"—

12 Red Raspberry Plants

6 LATHAM late and 6 CHIEF early

THE DOZEN 1-YR. THE DOZEN 2-YR.
SELECTED PLANTS BEARING-AGE PLANTS

59c

\$1.19

"DELUXE RASPBERRY HEDGE"

The 12 plants make a row 36 feet long

3 LOGAN early Blackcap
3 CUMBERLAND late Blackcap
3 CHIEF early Red
3 LATHAM late Red

79c The dozen 1-Yr. **99c** The dozen 2-Yr.
Selected plants Bearing-Age plants

A basket of Chief berries.
Every one is a morsel of
delight to the fruit lover.

Chief Red Raspberry plants originated in Northern Minnesota and are perfectly hardy everywhere in this country. They thrive on any fertile soil, and are very resistant to disease. Long, moisture-gathering roots enable them to withstand drought exceptionally well.

Chief is a splendid keeper and shipper, always bringing higher prices than other early varieties. Take advantage of Chief's money-making magic by making a large planting this year. Grow them with Latham to supply both early and late markets. Emlong's Chief plants are the healthiest, heaviest-fruited strain available, yet they cost no more than "ordinary" Chief.

PRICES: 12 CHIEF PLANTS, 1-Yr. Selected **59c**

Other quantities of CHIEF PLANTS:

	6	12	25	100	250	1000
1-Yr. Selected.....	\$0.39	\$0.59	\$0.98	\$2.65	\$ 5.45	\$13.65
2-Yr. Bearing-Age....	.77	1.27	1.95	5.95	10.95	32.95

500 plants or more at the thousand rate.

Write for prices on larger quantities.

"Hit the nail on the head."

"I sure hit the nail on the head when I decided to order your Chief plants! Your one-year stock is better than 2-year plants bought of other nurseries. Sold many dollars worth of fruit the first year! I advise anyone who wants plants to send to Emlong's. They'll get MORE THAN THEY PAY FOR. C. H. Maxim, Middleboro, Mass.

"Your Red Raspberry Transplants are the finest I ever saw. Every bush is loaded down with great big berries. I can't begin to tell you how pleased I am. Thanks for your honesty and square dealing." Mrs. W. C. Pope, Elizabethtown, N. J.

MONEY SAVING OFFER NO. 11

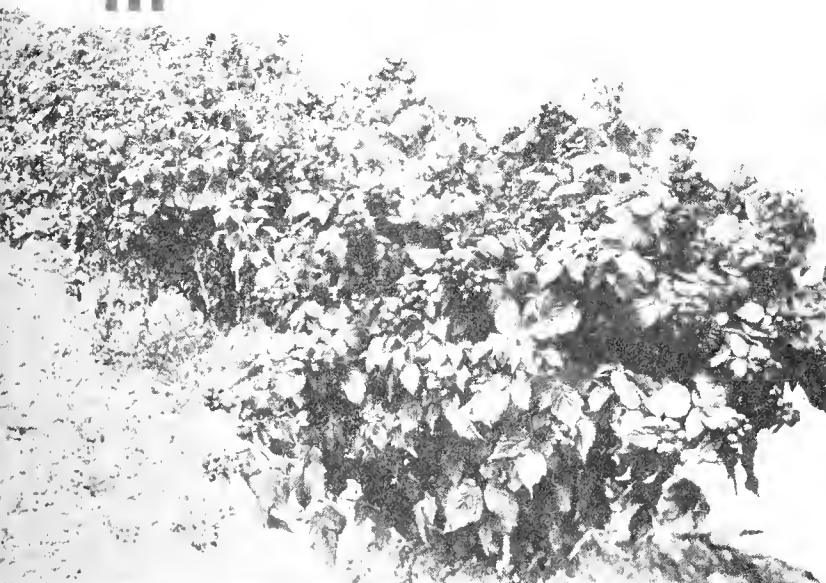
1000 CHIEF early Red

1000 LOGAN early Black

All 1-Yr. Selected plants. Enough for one acre. You save \$5.75 by ordering at our special price before April first.

\$22.85

No Discount



Raspberry Hedge Showing
Fruit Clusters

ARE DELICIOUS AND PROFITABLE

LATHAM

World's Greatest Red Raspberry

- Has filled every claim made for it!
- Starts ripening midseason and continues an unbelievably long time.
- Enormous, deep-red berries, measure $\frac{3}{4}$ to 1 inch in diameter, pack five across in pint boxes.
- Every berry matures to full size without crumbling, and clings to the bush through wind and storm.
- Unmatched quality for long distance shipping.
- Deliciously rich flavor.
- Latham bears record-breaking crops every year.
- A combination EXTRA-FANCY table berry and EXTRA-FIRM shipping berry!
- Perfectly hardy everywhere in this country.

Latham plants are giants. They're full of pent-up power. By severe pruning this power is turned into an extra heavy yield of gigantic berries, even though the plants are growing on poor soil. If you can only plant one variety of raspberry, Latham is "IT." One planting lasts 12 to 15 years, bringing returns of fully 300 to 500% on your investment. Profits of \$800 to \$1000 per acre are easy on good soils.

Emlong's Latham plants have undergone our special system of "building up," and show a remarkable superiority to common Latham in VIGOR, YIELD, QUALITY OF FRUIT, and LENGTH OF BEARING-LIFE. Latham plants are scarce this year—so mail your order today, don't put it off!

PRICES: 12 LATHAM 1-Yr. Selected Plants 59c

Other quantities of Latham plants:

	6	12	25	100	250	1000
1-Yr. Selected	\$0.39	\$0.59	\$0.98	\$2.95	\$ 5.95	\$15.95
2-Yr. Bearing-Age77	1.27	1.95	5.95	10.95	34.95

500 Plants or More at the Thousand Rate.

Write for prices on larger quantities.

"THE CUSTOMER IS ALWAYS RIGHT!"

"Your Latham berries are food for the gods! I have no language to express their beauty!" E. L. Morris, Moscow, Tenn.

"Even during the worst depression in history, my Latham berries brought 25 to 30c per quart." Theo. Nicolet, Rutland, Vt.

"Latham berries bring 5c per pint more than other raspberries. Your plants are the best I ever saw." B. P. Emery, Kennebunkport, Maine.

No wonder Emlong's Latham berries sell at higher prices than other Raspberries! Here is an average pint taken from a crate on the last picking date!

MONEY SAVING OFFER NO. 12

1000 LATHAM late
1000 CHIEF early
Enough plants for one acre. All one-year selected stock. You save \$5.15 by ordering at our special price before April first:

\$24⁴⁵

No Discount



These Offers Save You Money "BIG SUCCESS"

Selected Raspberry Plot

Mrs. O. Krier, Cedar Grove, Wis. says, "We had all the berries we could eat and canned 10 quarts from those 50 Raspberry plants, the first year!" You can do as well with this plot:

12 Chief	12 Cumberland
12 Latham	12 Logan
The 48 plants, all 1-Yr. Selected	The 48 plants, all 2-Yr. Bearing-Age

\$166

You save 50c!

\$388

You save \$1.00

"ALL-RED" RASPBERRY HEDGE

Will Plant a Row 75 Feet Long

12 CHIEF early red
12 LATHAM late red

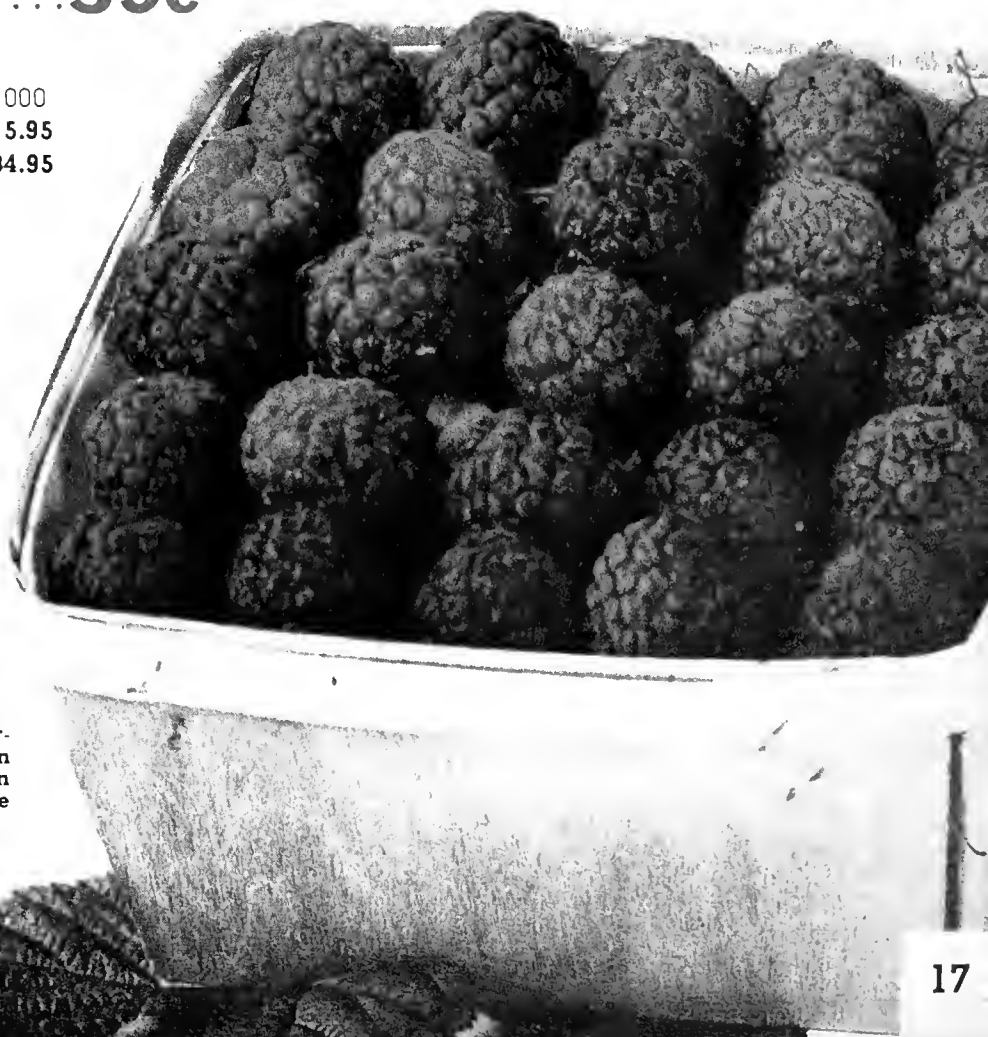
The 24 plants, all 1-Yr. Select	The 24 plants, all 2-Yr. Bearing-Age
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88c

You save 30c

\$198

You save 56c



Sparkling New APPETIZER BERRIES

If you are satisfied with fruits you have been eating, don't read this page. These choicest new fruits are reserved for berry critics who like nippy new taste-teasers! Elmlong's are always first to offer new fruits which have especially attractive qualities:

Purple Beauty

A Snappy New Purplecap

New
Purple
Beauty

At last, a Purplecap which is large in size and excellent in quality! Berries are an attractive wine-purple when ripe, and have a mild, honey-sweet flavor—a blend of Red and Black Raspberry. The fruit does not crumble. Very valuable for fresh desserts, pies, jam, preserves and juice. Introduced by the N. Y. Expt. Sta. as Sodus, it is a cross between Newburgh Red and Dundee Black Raspberries. Plants succeed on poor soil, are vigorous growers and very productive. No winter injury or Mosaic has been found in these plants—an important feature for commercial growers to note. Plants grow like Blackcaps, but berries are shaped like Red Raspberries. Don't miss this rare berry-treat! Limited supply—order today! **PRICES:** 1-Yr. Selected, 3 for 75c; 6 for \$1.35; 12 for \$2.45.

Giant Youngberry

Forerunner of a
New Race of Berries

Every Youngberry is a huge, plump, glistening, maroon-red morsel of delight! Delicious when only half ripe. Nearly colorless and seeds are few. Flavor is a grand treat: a flawless blend of Blackberry—Raspberry—Dewberry—Loganberry. Rich wine-colored juice is ideal for fruit cocktail. Fruit is equally delicious fresh or canned. Makes tasty pies!

Youngberries attain a size of 1½ by 1¼ inches. Ripen earlier than Dewberries. Vines are thrifty growers, very productive, and immune from disease. Set plants 4x7 and trellis to a wire 2½ feet above ground. Hardy in lower Michigan. Can be protected in colder climates by mulching canes with leaves in Winter. Your choice of two successful varieties:

	3	6	12	25	100
Standard Youngberry, 1-Yr.	\$0.49	\$0.69	\$0.98	\$1.75	\$ 4.95
Acme Thornless, 1-Yr.85	1.15	1.98	3.50	7.75
Acme Thornless, 2-Yr.	1.65	2.65	4.98	7.50	20.00

20th Century Mammothberry

Ultra-Classy New Fruit from California

Place your magnifying glass over the largest YOUNGBERRY in the cluster at the left, enlarge it to 2 by 1½ inches—that's a MAMMOTHBERRY. Called Boysenberry in California. Excels Youngberry in size and beauty. Has a new, rich, tangy flavor

all its own. Outclasses every other berry we have eaten when canned. The few seeds are scarcely noticeable. Rich syrupy juice is useful in many ways to wake up lazy appetites.

Mammothberry plants are set 6x6 and trellised. Plant some in your garden this Spring, and treat your family to some real, "nuggets" of goodness next year. Only a few plants to offer this Spring—order today! **PRICES:** 1-Yr. vines, 50c each; 3 for \$1.29; 6 for \$2.25; 12 for \$4.25.

New Wayzata

Everbearing Strawberry

A natural "Hill Berry" which can be planted as close as 12 inches apart each way and seldom makes runners. Plants set in April stool out into many crowns, forming large clumps. Commence to bear soon after planted and continue until Winter. Enormous producers, easy to grow. Berries deep, glowing-red, solid as a rock but juicy and sweet. Six top a pint box! A fancy strawberry! Supply limited—order early. Ready-to-bear plants, 6 for 75c; 12 for \$1.25; 25 for \$2.25; 100 for \$6.95.

The Garden of
"TASTE-TEASERS"

3 Thornless YOUNGBERRY
3 PURPLE BEAUTY
3 MAMMOTHBERRY

All 1-Year Selected Plants

\$249

Giant Youngberry

Wayzata

You Can Grow BLACKBERRIES *just like these*

Yes, they look too perfect to be real, but they are actual photos of berries taken from a ten acre field which brought an income of \$5,000 last year. Berries were sold at wholesale prices. The plants were set 4 feet apart, with rows 7 feet apart, and grown in hills. Every bush was loaded to capacity! You can grow them just like these, in your garden or on your farm.

• Have them This Year

A dozen plants in the backyard will supply your table needs and there will be plenty for juices and canning. Our two-year, Bearing-age transplants start fruiting this year! Order some today, they always sell out early!

Alfred

Big Juicy Early Berry

Alfred produces big, beautiful, glistening-black berries, measuring 1½ inches long and an inch in diameter. Almost free from seeds and core. The flavor is wild and rich. The fanciest dessert Blackberries to serve fresh, canned or in pies. Make snappy juices and jam.

Plants are healthy, fast-growers, young-bearers, and heavy-yielders. Succeed on all soils and withstand winter temperature of 30 degrees below zero. You'll never know how good blackberries can be until you grow Alfred yourself!

PRICES—Alfred Plants

	6	12	25	100	250	1000
1-Yr. Selected.....	\$0.39	\$0.69	\$0.98	\$2.95	\$ 6.45	\$17.95
2-Yr. Bearing-age79	1.29	1.95	5.95	11.45	38.50

500 or more at the 1000 rate. Write for prices on larger lots.

Eldorado

Late Sweet Shipping Berry

Eldorado berries are medium to large, of extra-firm quality, jet black, and never lose their color after being picked. Free from seediness. One of the finest commercial blackberries. Plants are strong, upright growers which succeed on poor soils and produce a big crop every year. Emlong's plants are the healthiest, hardiest, and heaviest-fruited strain in the country. Plant the best—it pays!

PRICES—Eldorado Plants

	6	12	25	100	250	1000
1-Yr. Selected.....	\$0.39	\$0.59	\$0.98	\$2.45	\$5.35	\$14.95
2-Yr. Bearing-age69	.98	1.85	4.95	9.95	31.50

500 or more at the 1000 rate. Write for prices on larger lots.

OUR CUSTOMERS' CORNER

"I gathered 383 gallons Alfred berries this year from about 300 plants bought of you four years ago." W. W. Fisher, E. Prairie, Mo.

"We sold \$50 worth berries from 75 Alfred plants this year. I want more of your good plants!" Mrs. R. White, Shreveport, La.

"Those 400 Eldorado plants sure were dandies! Didn't keep count of the yield for the season, but in ONE DAY we picked 140 quarts. Everyone said they were the best blackberries ever grown around here. They made me a big-paying crop." C. F. Weber, Marion, Ohio.

MONEY-SAVING OFFER No. 13

1000 ALFRED and 1000 ELDORADO 1-Yr. Selected plants. If ordered before APRIL FIRST—\$26.85. No discount.

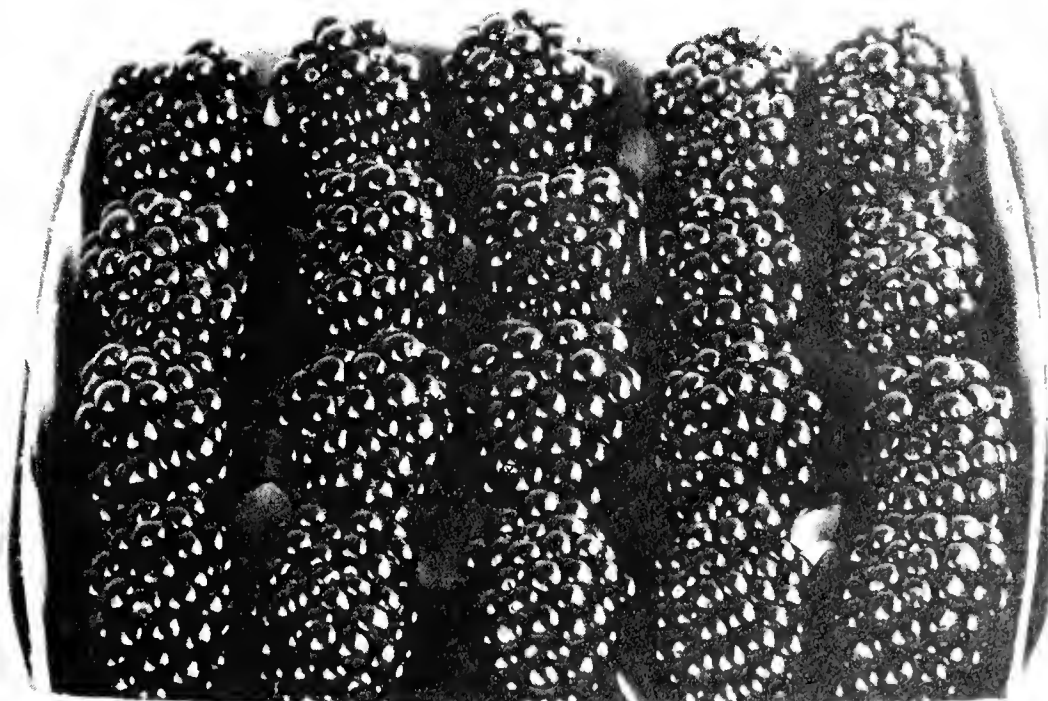
Ready to Bear
BLACKBERRY PLANTS

6 ALFRED early
6 ELDORADO late
All Bearing-Age **98c**

12 ALFRED early
12 ELDORADO late
All Bearing-Age **\$1.79**

Above—Alfred berries ¾ actual size.

Below—Eldorado berries ¾ actual size.



A BLACKBERRY HEDGE

6 ALFRED 1-Yr.
6 ELDORADO 1-Yr.
Hedge 36 Ft. Long

59c

12 ALFRED 1-Yr.
12 ELDORADO 1-Yr.
Hedge 72 Ft. Long

89c

Plum Farmer Blackcap

1000 Selected one-year plants.....\$12.85

A popular and profitable EARLY RIPENING Blackcap which sets its big crop of fruit early and matures it fully in a short time. Every berry reaches full size without drying or crumbling. Medium to large berries, of dark bluish-black color. Excellent flavor. Thrives everywhere.

PRICES:

	12	100	250	1000
1-Yr. Selected.....	\$0.49	\$2.25	\$4.65	\$12.85
2-Yr. Bearing-age.....	.98	4.95	8.85	27.50

Quillen—Extra
Late Blackcap

Quillen Blackcap

1000 Selected one-year plants.....\$16.85

Quillen berries are very fine for the garden, as they have an extremely rich, satisfying flavor. They are blacker in color than other varieties, and very attractive. Each berry matures to large size.

We find Quillen to be REMARKABLY RESISTANT TO ANTHRACNOSE, and recommend it for planting in localities where that disease is prevalent. It's an EXTRA-LATE RIPENING kind, which enables you to keep profits coming after Logan and Cumberland are gone.

PRICES of Quillen plants:

	6	12	100	250	1000
1-Yr. Selected.....	\$0.39	\$0.59	\$2.95	\$ 5.95	\$16.85
2-Yr. Bearing-age...	.77	1.27	5.95	10.95	34.95

《 "CHOOSE-IT" GARDEN 》

Take your pick of 6 PLANTS EACH of ANY THREE VARIETIES of berries described on this page.

All One-Year
Selected plants

95c

All Two-Year
Bearing-Age plants

\$1.39*Cuthbert Raspberry*

1000 Selected one-year plants.....\$13.65

Cuthbert is a mid-season Red Raspberry which has long held an important place as an extra-firm canning and shipping variety. Still preferred in many sections because of its extreme hardiness. The plants are unusually thrifty growers, thriving in any kind of soil, and in every part of the country. Cuthbert berries are large, thimble-shaped, and richly colored. Delicious flavor.

PRICES of Cuthbert plants:

	12	100	250	1000
1-Yr. Selected.....	\$0.49	\$2.39	\$4.95	\$13.65
2-Yr. Bearing-age.....	.98	4.95	8.85	27.50

Lucretia Dewberry

1000 one-year Selected plants.....\$15.85

Lucretia berries are extra-large, long, and glistening black! Flavor is exotically rich and sweet. Very juicy but good keepers. Make excellent pies, juices, jams, preserves, etc. Ripen two weeks earlier than Blackberries, and are immensely productive. Commercial growers report profits of \$500 up per acre. Easy to pick when trellised to a wire. Set plants 4x7 feet apart for field culture. Every garden should contain a few plants, to supply the home table!

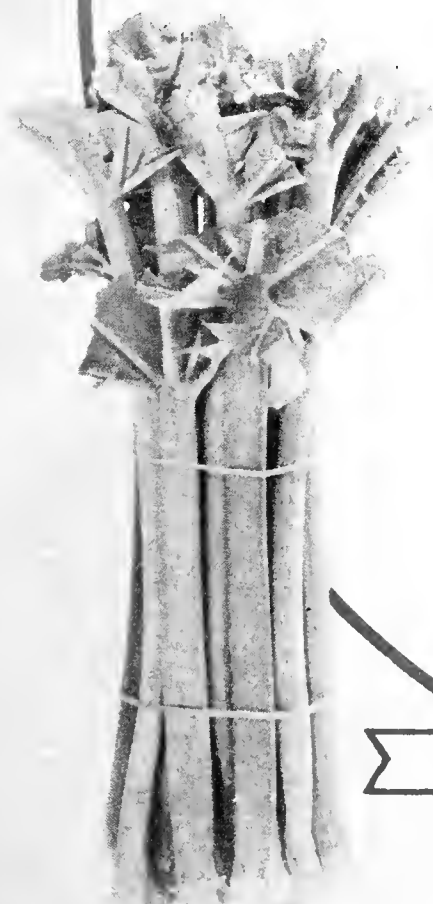
PRICES of Lucretia plants:

1-Yr. Selected				
6	12	100	250	1000
\$0.39	\$0.59	\$2.75	\$5.45	\$15.85
2-Yr. Bearing-age				
6	12	100	250	1000
\$0.77	\$1.27	\$5.95	\$10.95	\$34.95

WASHINGTON *Rust Proof* ASPARAGUS



Tips like these, grown from Emlong roots, are most delicious and bring highest market prices!



Mammoth Peach Flavored Rhubarb—earliest Spring "fruit."

- **EARLIEST SPRING CROP**—Ready to market before other fruits and vegetables.
- **IMMUNE FROM RUST**—No waste, every tip can be used.
- **EXCEEDINGLY PRODUCTIVE**—No other variety can compare with Washington in yield.
- **EXTRA LONG CUTTING SEASON**—Desirable for garden planting as well as for market.
- **LARGE, DELICIOUSLY FLAVORED TIPS**—Attractive purplish-green in color.
- **ONE PLANTING LASTS 10 TO 15 YEARS**—Makes your investment highly profitable.
- **EASY AND ECONOMICAL TO GROW**—Requires little care. Cost of fertilizer is nothing if you have stable manure to use.
- **PROFITS OF \$500 TO \$1000 PER ACRE ANNUALLY** are not uncommon. Pays you a dividend of \$300 over a period of years, on each \$1 invested.

A TRIPLE-MONEY CROP—

- By using all the straight, selected Washington tips for market you secure fancy prices for this part of crop.
- The small and crooked tips can be sold by the bushel to canning factories, leaving no waste.
- Any surplus can be cold-packed for home consumption, or to sell to local customers during the Winter.

EMLONG-GROWN ROOTS ARE BEST

We replant our Asparagus fields every year. Only pedigreed seed is used. Our high, rich, well-drained soil makes long, white roots which are entirely free from disease and sure to grow. No old, hollow stock like some nurseries ship out! NOT ONE "KICK" IN A MILLION ROOTS SOLD LAST YEAR!

HOW TO PLANT ASPARAGUS

Dig or plow a furrow 8 inches deep and spread out roots 18 inches apart in bottom of furrow. Throw in two inches of soil, and gradually add more to fill furrow as tips come through. For field culture space rows 5 feet apart, for garden culture 2 feet apart. Plant in Spring only. About 5,000 roots are required per acre.

SPECIAL LOW PRICES

	12	25	50	100	200	500	1000	5000
1 Year roots....	\$0.49	\$0.65	\$0.98	\$1.49	\$2.69	\$3.49	\$5.95	\$24.95
2 Year roots....	.74	.98	1.49	1.98	3.49	5.25	9.85	34.95

RHUBARB ROOTS.....12 for \$1.49

The famous "Peach Flavored" Rhubarb which produces immense pink stalks. Very tender, mild and juicy. Highly desired to maintain a balanced diet in early Spring, when fruits are scarce. Delicious for "sauce" and pie. Makes tasty conserve and can be cold-packed for Winter serving. LARGE ROOTS—3 for 49c; 12 for \$1.49; 100 for \$4.65.



With every 100 roots or more of Asparagus, we give free upon request, instructions for canning Asparagus successfully.

SPECIAL OFFER FOR THE LADIES

Your family needs the health-giving vitamins contained so abundantly in Asparagus. You can provide this need regularly and economically by planting a hundred roots in the garden. Serve it fresh every day when in season, and can surplus for Winter. Delicate foliage which appears after crop has gone, is lovely in flower bouquets!

Special offer to the ladies:

100 ROOTS
2-Yr. Selected
Washington Asparagus

\$1.75

SPECIAL!

1000 WASHINGTON SELECT 1-YR. ROOTS. ONLY.....\$4.95; 5000 FOR \$21.50
IF ORDERED BEFORE APRIL FIRST. RESERVE YOUR ORDER TODAY!

NEW FREDONIA VINES

3 for 87c

NEW PORTLAND VINES

3 for 77c

CALIFORNIA GRAPE VINES

98c EACH



A Grape Fence

8 VINES—ALL DIFFERENT

Enough to plant a fence 80 feet long! Labelled. All 1-Yr. Selected stock.

1 Portland	1 Fredonia
1 Concord	1 Niagara
1 Delaware	1 Agawam
1 Catawba	1 Moores Early

99c



Pergola Assortment

12 VINES—8 DIFFERENT KINDS

All labelled, 1-Yr. Selected stock. Plant both sides of a 50 to 60 foot pergola:

4 Concord	1 Portland
1 Moores E.	1 Fredonia
2 Niagara	1 Delaware
1 Agawam	1 Catawba

\$159

MONEY-MAKERS Suburban Vineyard

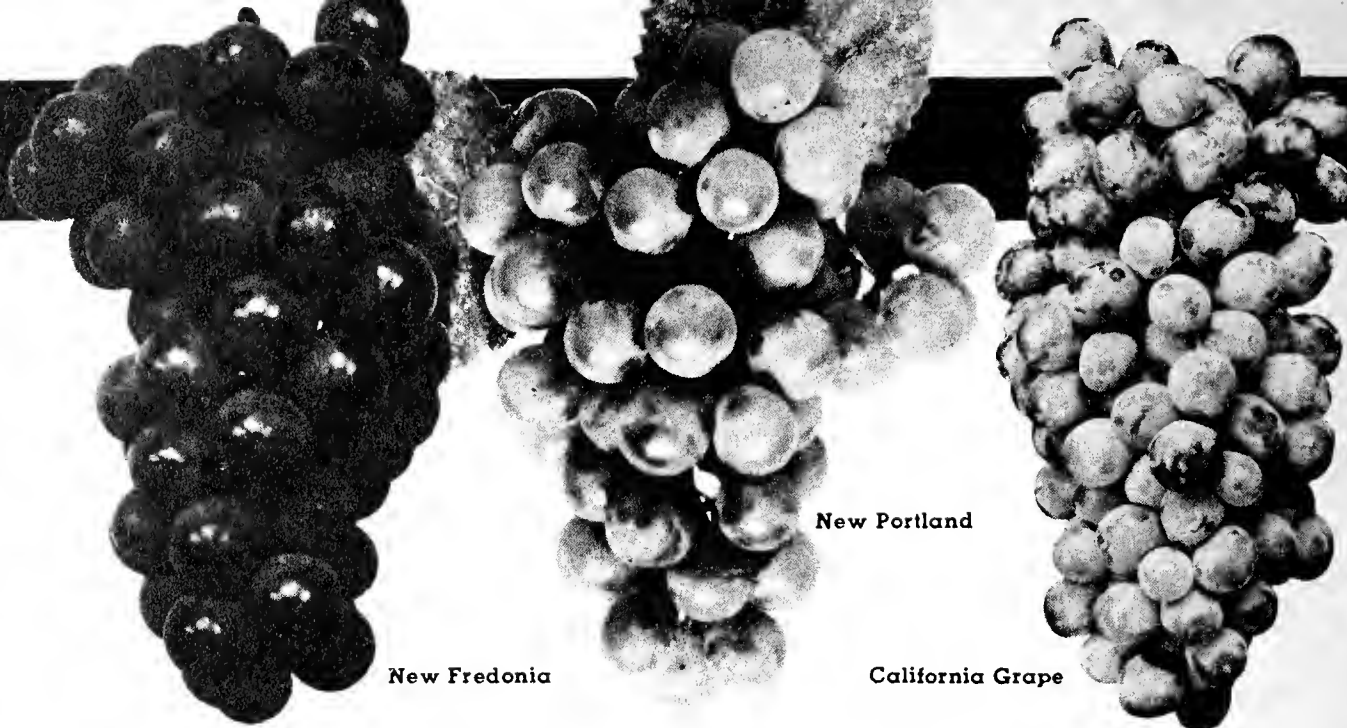
A fine assortment of the big-yielding, profitable varieties to sell to your neighbors or local stores. An income of \$150 per year is possible from this quarter-acre plot. All 1-Yr. Selected vines.

25 Niagara white	25 Concord blue
25 Moores E. Black	25 Red Grapes

(Red grapes will be asstd. and labelled)

\$549

FOR THE 100 BIG VINES!



New Fredonia

New Portland

California Grape

Buy America's Finest Grape Vines

Nowhere else in the world can grape vines be grown to compare with Emlong's in quality! Here in lower Michigan are located some of the largest vineyards in America. From these bearing vines come the cuttings from which our guaranteed true-to-name vines are propagated. Our vines are absolutely the **HARDEST** grown—our Michigan climate insures that fact. Their fame has spread all over the continent because of their big, husky roots and inbred vitality—which insure **QUICK GROWTH, YOUNG BEARING, IMMENSE CROPS,** and **FINEST QUALITY FRUIT.** One planting of

grape vines lasts a lifetime—that's why it is important to plant the best. Buy your planting stock from an expert grower and avoid being disappointed. The cost of enough vines for an acre is only about \$20 but returns of \$500 per acre annually are possible. This is the year to start a vineyard! Many old vineyards have been removed during the depression and not replaced because of lack of funds. Another few years will bring about a great scarcity of this fine fruit in America. Plant this year and be ready to cash in on the big profits which are sure to come!

New Portland

Immense berries and bunches of richest amber-white make Portland highly attractive. The flavor is rich and sugar-sweet long before full ripe. This new variety was developed by the New York Expt. Sta. and has been found to **RIPEN EARLIER THAN ANY OTHER GRAPE KNOWN** at this time. A prize variety for home use and very profitable for market. Supply limited—order early. **PRICES:** 1-Yr. Selected vines: 3 for 77c; 12 for \$2.69; 25 for \$4.75; 50 for \$8.75.

6
NEW VINES
3 PORTLAND
3 FREDONIA
1-Yr. Selected
\$1.47

New Fredonia

A beautiful glossy-black grape overspread with purplish bloom. Berries and bunches are large and perfectly formed. Ripens with Moores Early. Very high in sugar content. Vines are hardy, vigorous growers, and bear big crops of finest quality fruit. Praised by everyone who has seen it. Fredonia will likely replace most of the early varieties now being grown. **PRICES:** 1-Yr. Selected vines: 3 for 87c; 12 for \$2.89; 25 for \$5.75; 50 for \$9.85.

Something Different California Grapes for Your Garden

At last a way has been found to make California Grape vines hardy in Northern states. They are grafted to hardy Concord roots, and are not ready to sell until the second year after planted. This makes them good, strong plants when you receive them, and a vigorous growth can be expected the first year. Each vine bears a tremendous load of fruit. California grapes are appreciated by those who cannot eat seedy varieties. Can be stored in sawdust for winter use. A treasure for your garden!

3
CALIFORNIA
GRAPE VINES
1 each of the 3
varieties named
\$1.98

FLAME TOKAY—Large reddish-amber berries, in immense bunches. Mild and sweet in flavor. **PRICE:** 98c each. 6 for \$3.95.

MUSCAT. The famous blue-black grape which is delicious either fresh or dried. Make your own raisins from this variety. **PRICE:** 98c each. 6 for \$3.95.

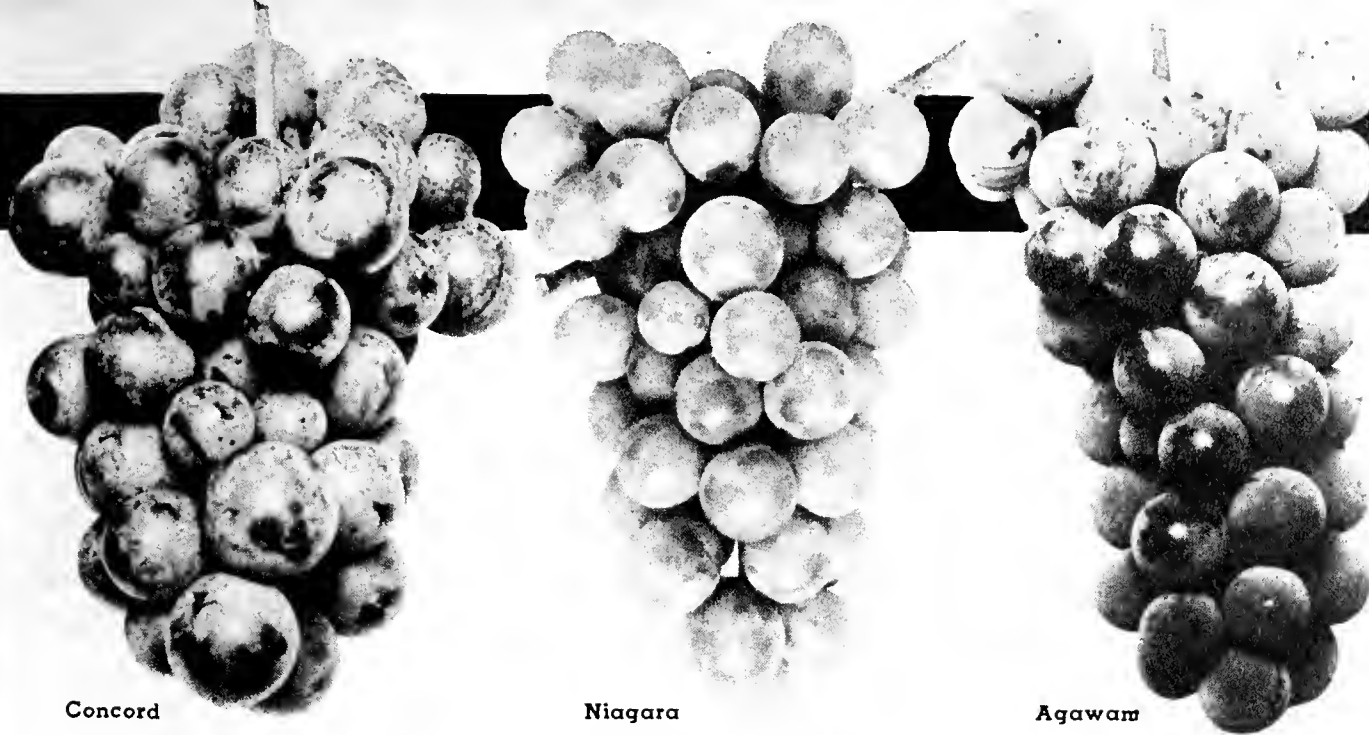
THOMPSON'S SEEDLESS. Medium-small greenish amber berries, borne in large bunches. Entirely seedless. Very sweet and of fine quality. **PRICE:** 98c each. 6 for \$3.95.

TESTIMONIAL LETTERS

"The grape vines you sent me last Fall are all bearing this year. Bunches as big as my 10-year old vines!" H. L. Williams, Cleveland, O.

"My vines have been set a year and have at least half-bushel fruit on each. Everyone inquires where I bought them from." Mabel McFee, Flint, Mich.

"Here is a picture of one of my 550 Emlong vines. It bore 270 bunches—or 2 bushels of fruit this year!" S. B. Lippert, Tiffin, Ohio.



Concord

Niagara

Agawam

At Emlong's New 1936 Low Prices

Grapes are a valuable addition to every garden and farm. They require very little care and pay high profits. A properly pruned grape vine, under normal conditions, should produce about a bushel of fruit per year. A dozen vines will provide the home table with fresh fruit and there will be plenty for jelly, juice or wine. Grape juice is a natural blood tonic—provide it plentifully for your family!

Two-year old vines bear some fruit the first year. One-year old vines bear some the year after

planted. On city lots vines can be trained to poles, arches, trellises, arbors, fences, pergolas, etc. to save space. They make a good lot-line fence. For field culture vines are set 8 x 10 feet apart and trellised to two wires. About 520 vines are required per acre. Last year there was a scarcity of grape vines and we had to return many orders. We have a larger supply this year, and have cut prices to give our customers the best values in the country! Reserve your vines today—we will ship them at the proper planting time for your locality.

CONCORD VINES

1-Yr. SELECTED, 3 for 27c

2-Yr. SELECTED, 3 for 47c

NIAGARA VINES

1-Yr. SELECTED, 3 for 37c

2-Yr. SELECTED, 3 for 57c

AGAWAM and DELAWARE

1-Yr. SELECTED, 3 for 57c

Home Vineyard

24 VINES—4 DIFFERENT KINDS

A big bargain vineyard from which you will reap bushels of the finest grapes you ever saw. Will supply a big family for a lifetime, and look at our low price!

12 CONCORD Blue 6 NIAGARA White
3 MOORES EARLY, Black
3 ASSORTED RED, All labelled.

All 1-Yr. Selected
Vines

All 2-Yr. Selected
Vines

\$179 \$298



Garden Classic

GRAPE ARBOR

ALL TWO-YEAR STRONG VINES, which will produce fruit in the shortest possible length of time. All the grapes you want to eat out of the hand. 3 popular colors!

2 CONCORD Blue
2 NIAGARA White
2 DELAWARE Red

The Six two-year selected vines.

97c

MONEY-MAKER'S GRAPE ACRE

If you have an acre of ground to spare, here's the way to make it pay a good profit as long as you live! These 525 vines are all carefully selected 1-Yr. stock, correctly labelled and Guaranteed to Grow. Order today—a few dollars will reserve the vines until shipping time.

50 Niagara White
50 Moores Early Black
50 Assorted Red (or all one variety if you prefer)

375 Concord blue

All for **\$1350**

Concord

12 SELECTED 1-YR. VINES 89c
America's Leading Table and Wine Grape

Concord is the only Grape that is supreme for every purpose. The bunches are very compact and measure 5 to 7 inches long. Berries are large, bluish-black, covered with an attractive bloom. Juice is rich wine-purple, sweet and delicious either fresh or canned. Highest keeping and shipping quality of any grape. The vines are hardy and highly resistant to insects, disease and drought. Succeed on soils too poor to grow other crops! Our low price this year makes it possible for every farmer to have a Concord vineyard!

DELAWARE

12 SELECTED 1-YR. VINES \$1.69

The richest and most refined flavor of any grape! Berries and bunches are small, but produced in great quantity. Ideal for fancy desserts. Makes tempting juice and wine! Delaware fruit is always scarce, and sells at a high price!

AGAWAM

12 SELECTED 1-YR. VINES \$1.69

Large, purplish-maroon grape, borne in immense bunches. Flavor is rich and sweet and decidedly "nippy." Keeps in storage until January.

12
2-YR. VINES
6 CONCORD
6 NIAGARA
\$1.49

6
RED GRAPE
2 DELAWARE
2 CATAWBA
2 AGAWAM
1-Yr. Selected
98c

Niagara

12 SELECTED 1-YR. VINES \$1.19
The Marvelous "White Concord"

Niagara has the same firm quality, large bunches and berries as Concord. The fruit is a beautiful amber when full ripe, overspread with white bloom. Most deliciously sweet flavor. Highly valued for table use, preserves, pies, and juices. The vines are thrifty growers and bear abundant crops every year.

MOORES EARLY

12 SELECTED 1-YR. VINES \$1.19

The best and most profitable extra-early grape for commercial purposes. Bunch and berry large. Deep blue-black color, overspread with attractive bloom.

CATAWBA

12 SELECTED 1-YR. VINES \$1.69

Large bunch and berry of amber mottled red. Ripens late, and has a rich, delicious flavor. Heavy producer of good quality fruit.

BROKE THE RECORD!

"I'm sure proud of the grape vines I bought of you this Spring. Some of them have as many as 6 bunches of fruit on them already! Isn't that breaking the record?" Mrs. M. Brobeck, Tyrone, Pa.

PRICES OF VINES DESCRIBED ON THIS PAGE

	3	12	25	50	100	250	1000
Concord 1-Year	\$0.27	\$0.89	\$1.45	\$1.95	\$2.95	\$ 6.95	\$23.85
Concord 2-Year	.47	1.39	2.25	2.95	5.45	11.95	43.50
Niagara 1-Year	.37	1.19	1.65	2.25	3.45	7.85	31.50
Niagara 2-Year	.57	1.69	2.65	3.85	5.85	13.95	53.75
Moores Early 1-Year	.37	1.19	1.65	2.25	3.45	7.85	31.50
Delaware Red 1-Year	.57	1.69	2.65	3.85	5.85	13.95	53.75
Agawam Red 1-Year	.57	1.69	2.65	3.85	5.85	13.95	
Catawba	.57	1.69	2.65	3.85	5.85	13.95	

Emlong's HARDY SELECTED

IMPORTANT NOTICE!

Due to the long drought of the Summer of 1934, practically all Apple, Pear, Plum and Cherry seedlings failed to survive. Only the few thousand which were under irrigation grew large enough to bud and make good trees. Consequently there will only be enough Apple trees this year to supply about 1/5 of the usual demand! We regret the high prices as much as you do—but feel fortunate in having even a limited supply of very good trees to offer to early buyers this year!

All-Red Delicious

The most beautiful of all Apples! Has the same large size, unique shape, and fine qualities as common Delicious, with the added grace of a DEEP BRIGHT RED COLOR that completely covers the entire surface. Colors before full ripe, therefore can be picked and marketed while quality is at its best. Richer flavor than other Delicious apples. Flesh is crisp, white and juicy. Tree bears heavily. PRICED BELOW.

All-Red Rome Beauty

A large, handsome apple of uniform shape and size. Firmest flesh and skin of all apples, making it rank highest for shipping and winter storage. The fruit is an improved Rome beauty, having a solid, deep-red color. Clings firmly to the tree, guarding against losses from wind. Tree is a thrifty grower, very hardy, a regular and heavy bearer. PRICED BELOW.

Cortland

A large, round apple of dark red, splashed with carmine and yellow, over-spread with a purplish bloom. Very beautiful. Flesh is white, firm, fine grained, crisp and sweet. Does not bruise easily. Bears in AUGUST AND SEPTEMBER and takes an "A" rating for quality and size. Tree is a strong grower and bears heavily. Customers report picking up to 40 apples from a Cortland tree the second year, and many bear the first year! PRICED BELOW.

Northern Spy

Very large, greenish-yellow fruit with lively red stripes and splashes. A most excellent late winter sort for eating, cooking, drying and storage. Stands shipping perfectly. Very hardy trees, which grow thriftily and bear enormous crops every year. PRICED BELOW.

BALDWIN—Large, dark glossy-red fruit with white flesh. Very firm but juicy and tasty. A favorite late winter storage and shipping sort. Widely used for drying. Priced below.

YELLOW TRANSPARENT—Best yellow Summer Apple. Ripens in July. Fruit is medium size, waxy-yellow, mild and juicy. Heavy bearer. Priced below.

ANOKA—New early fall Apple which has surprised everyone with its ability to bear fruit the first year planted, and quickly, come into full bearing. Medium large, splashed red. Fine flavor. Tree is very hardy and a heavy yielder. Priced below.

WINTER BANANA—Large, waxy-yellow fruit with pink cheek. Deliciously sweet, white flesh with banana aroma. Fine eating variety. Priced below.

TOLMAN SWEET—Medium-large, creamy yellow skin with white, very sweet flesh. Richly flavored. A heavy bearer. Best sweet apple. Priced below.

PRICES

ALL VARIETIES OF APPLE TREES DESCRIBED ON THIS PAGE—WHILE THEY LAST:

1-Yr. 3-5 Ft.	2-Yr. 4-6 Ft.
Each \$ 0.65	Each \$ 0.75
3 for..... 1.80	3 for..... 2.10
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50 for..... 27.50	50 for..... 32.50
100 for..... 49.50	100 for..... 59.50

When ordering late in season state 2nd and 3rd choice of varieties.

"I never saw trees do better than the 20 Apples which you sent me. All my neighbors are watching them, and I'm sure proud of them." C. Lawrence, Naperville, Ill.

"TAKE YOUR PICK" APPLE ORCHARD

You may choose 5 trees from the following list of varieties: Jonathan, McIntosh, Cortland, No. Spy, Wealthy, Grimes Golden, Y. Transparent, Red Delicious: State 2nd choice when ordering late in season:

All 1-Yr. 3-5 Ft. \$2.89
All 2-Yr. 4-6 Ft. 3.45

"APPLE PIE" FAMILY APPLE ORCHARD

5 TREES, EACH ONE DIFFERENT AND LABELLED. Our selection, varieties which bear from early to late. First-class stock only.

Special price:
All 1-Yr. 3-5 Ft. \$2.45
All 2-Yr. 4-6 Ft. \$2.98

NORTHERN GROWN APPLE TREES

There's room somewhere in your yard or on your farm for Apple trees! Even if you have room for only one tree, plant it this Spring—you'll have worlds of enjoyment out of the beautiful blooms and delicious fruit! Apples are very healthful, no matter how served. Make tasty pies, jelly, cider, apple-butter, and the late varieties can be wrapped and stored in a cool place for Winter use. An acre requires about 35 trees if they are set 40 feet apart. Many orchardists interplant Apple trees with Peach trees, as they develop and bear quickly and can be removed when the Apple trees become large enough to crowd them out. It's economical!

Jonathan

A superior late winter Apple. Bright, glossy red, highly colored and richly flavored. Flesh is crisp, white, juicy, fine textured and very firm. Equally desirable to eat fresh or cooked. Highly favored for shipping and Winter storage. Considered by Michigan farmers as the "ace" of all Apples for profit-making! Very hardy, heavy bearer. PRICED BELOW.

McIntosh

Large, bright-red, late Fall Apple which is most deliciously spicy and juicy. Flesh is pure white and of fine texture. A fancy dessert sort, which is in great demand for home use and market. Tree is a thrifty grower, heavy bearer, and perfectly hardy. PRICED BELOW.

Grimes Golden

Best yellow late-winter apple. Brighter color than some of the newer yellow varieties, and leads all in quality. Very firm flesh and skin, making it ideal for storage, drying and shipping. Mild and pleasant flavor. A good seller on every market. PRICED BELOW.

Wealthy

The popular Fall apple which is in great demand for pollenizing less prolific varieties of apple trees. Fruit is large, round, greenish-yellow with dark-red markings. Flesh is white, tender and sub-acid. PRICED BELOW.

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RED ASTRACHAN—Bright red with white flesh. Medium size fruit. Ripens in July and August. Tree very hardy, bears young and heavily. Priced below.

NORTHWESTERN GREENING—Large, round fruit of greenish-yellow. Very firm and fine-grained flesh. Fine cooking sort. Excellent for storage and shipping. Tree is hardy and productive. Priced below.

GOLDEN WINESAP—A large, golden-yellow apple, with pink blush cheek. White flesh that is of fine texture and highly, spicy flavored. Very choice sort for eating fresh or cooking. Long keeping ability.

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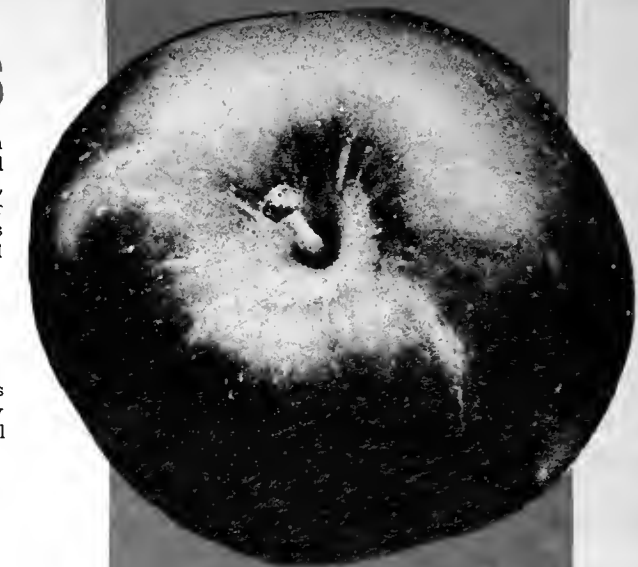
SATISFACTION GUARANTEED

Market Growers Apple Acre

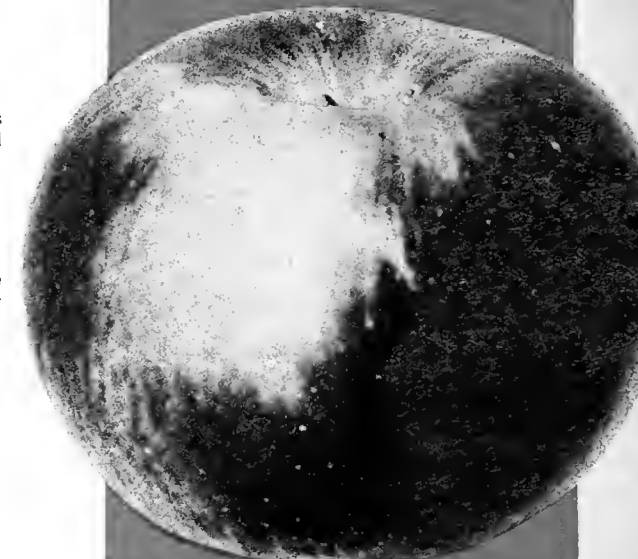
35 CHOICE APPLE TREES

We select 5 each of 7 different varieties and label them. All will be suited to your locality, and will ripen from early to late. Here's an acre offer that will earn big money for you every year for a lifetime.

35 trees, 1-Yr. 3-5 Ft. ... \$14.95
35 trees, 2-Yr. 4-6 Ft. ... 19.95



Jonathan



McIntosh



Grimes Golden



Delicious



Cortland



Red Rome Beauty



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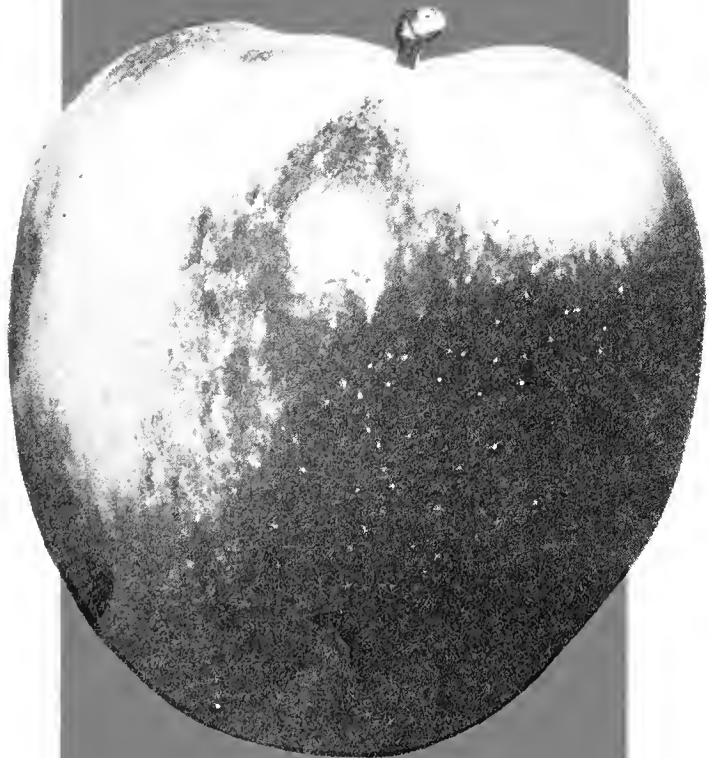
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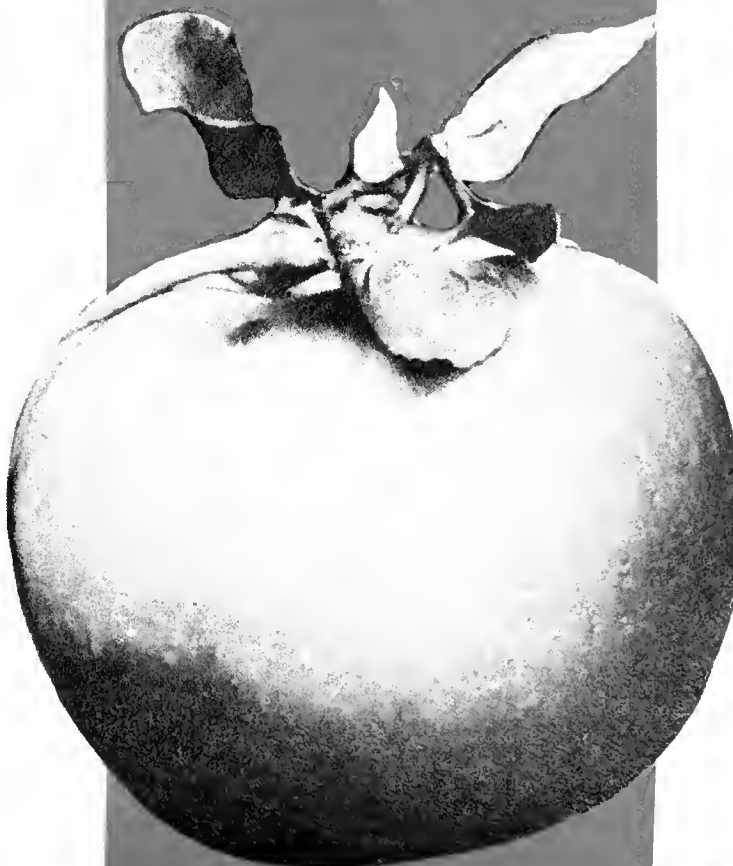
35 trees, 2-Yr. 4-6 Ft... 19.95



Jonathan



McIntosh



Grimes Golden

Emlong's

CHERRY AND APRICOT TREES

A good cherry orchard adds great value to a farm. The trees are easy to grow and require very little care. They produce abundantly on all soils, and bring a fine yearly profit. If you haven't room for an orchard, plant a few trees in the yard. Enjoy the shade, lovely blossoms, and have luscious fruit for your table and canning requirements. Plant early. Set Sour Cherry and Apricot trees 20 to 25 feet apart; Sweet Cherry trees 25 to 30 feet apart.

SOUR CHERRIES

MONTMORENCY. The most popular and best paying sour cherry on the market! Extra-large, dark red, shiny fruit with rich, medium-acid flavor. Sweeter than other sour varieties, but just as "zippy." Marvelous keeping quality puts it in great demand for shipping purposes. Favorite for pie, canning, juice, etc. Montmorency trees are hardy everywhere, thrifty growers, and bear a tremendous crop every year. Fruit ripens 10 days after Richmond and Richmorency. This is the year to plant a Montmorency orchard—before prices advance again! **Priced Below.**

EARLY RICHMOND. A popular and valuable acid variety. Fruit is medium to large, bright red, very juicy. A favorite for pie, canning, and juice. Ripens extra early. Tree is slender, very hardy, and a heavy cropper. **Priced Below.**

ENGLISH MORELLO. Extra-late sour cherry which produces a fine crop of dark, blackish-red fruit. Richly flavored, juicy and tasty. Fruit clings to tree and keeps in good condition long after ripe. **Priced Below.**

PRICES OF MONTMORENCY, EARLY RICHMOND and ENGLISH MORELLO:

2 Yr. 4-6 foot trees: 55c ea.; 3 for \$1.50; 10 for \$4.65; 50 for \$22.50; 100 for \$41.50

NEW RICHMORENCY SOUR. Dazzling, dark-red fruit with a semi-sweet, tart, snappy flavor that equals the best Montmorency. **Ripens as early as Richmond.** Trees are perfectly hardy, perfect pollenizers, and enormous producers. Will increase your cherry profits greatly, as it reaches the market before other varieties and brings top prices. **Prices: 75c each; 3 for \$2.10; 10 for \$6.85; 100 for \$59.50.**

SWEET CHERRIES

BING. Produces large, dark brownish-maroon fruit of exquisite flavor and beautiful appearance. Flesh is solid, rich and sweet. Fancy eating variety. **Priced Below.**

BLACK TARTARIAN. Large, bright, purplish-black fruit that is crisp, juicy, sweet and firm. Desirable for eating or canning. Good shipper. Ripens late June. **Priced Below.**

NAPOLEON. Finest yellow cherry. Large, round, bright-yellow fruit with red cheek. Mighty good for eating fresh or canned. A good shipper and prolific bearer. Midseason. **Priced Below.**

SCHMIDT. Deep crimson-red fruit which is extra-large and of excellent quality. Flesh is tender, crisp, juicy and rich. Tree is hardy, and a good producer every year. Midseason. **Priced Below.**

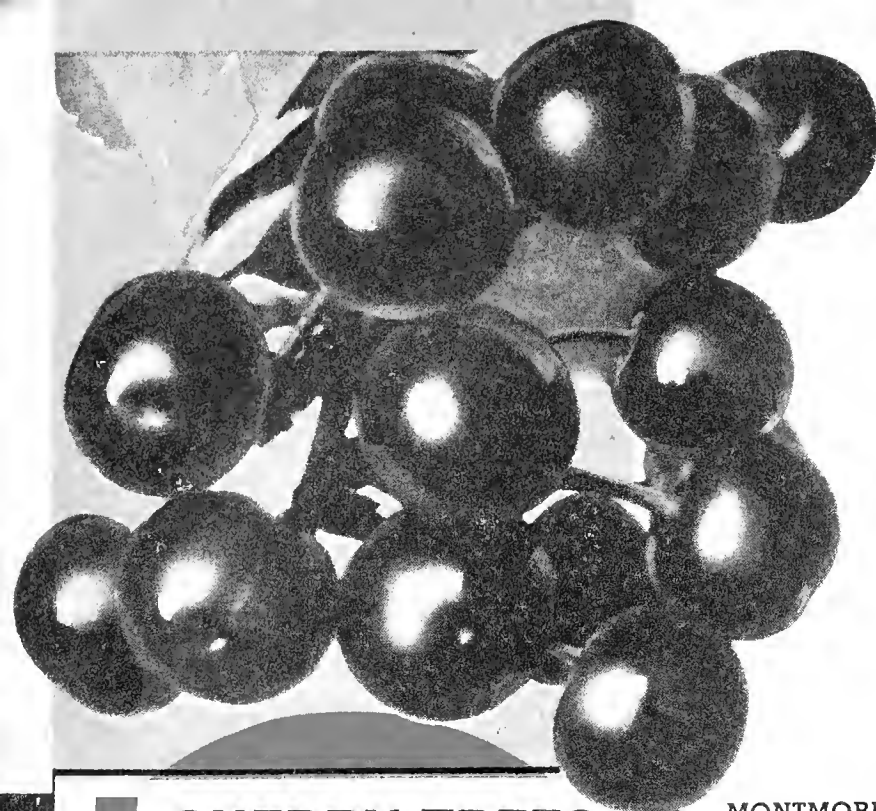
WINDSOR. Extra-late. Produces large, dark-red fruit with firm flesh. Resists rot and clings to tree long after full ripe. Valuable for eating, canning, or shipping. **Priced Below.**

PRICES—ALL VARIETIES OF SWEET CHERRIES

	Each	3	10	50	100
2-Yr. 4-6 Ft.	75c	\$2.10	\$6.85	\$32.50	\$59.50

"I am delighted with the trees and vines received from you. Also with the perfect packing and prompt service." **W. Greenwood, Windsor, Conn.**

"Most of the fruit trees I purchased from you **last year** are bearing fruit! Something unseen around here before." **H. Schneider, Detroit, Michigan.**



5 CHERRY TREES

for \$2²⁹

A great value. FIVE cherry trees, ALL DIFFERENT and LABELLED. First-Class 2-Yr. 4-6 Ft. grade. We select some sweet and sour. Standard, hardy, heavy-yielding varieties, ripening early to late.

MONEY-MAKERS

ASSORTED CHERRY ACRE

50 BIG 2-Year Trees \$19.95

We select 10 sweet and 40 sour cherry trees, assorting them several of a kind so that you will have cherries to sell early to late. All standard 2-Yr. 4-6 foot selected trees. Varieties labelled. Order early to get this bargain!

APRICOT TREES

The beautiful Moorpark variety which is so popular to eat fresh, dried or canned. Bright orange colored fruit with firm flesh and excellent flavor. Hardest Apricot grown. Plant two to insure pollinization.

PRICE: 4-5 Ft. trees, 75c each; 3 for \$2.10; 10 for \$6.85.



Emlong's

PEAR, PLUM AND QUINCE TREES

The supply of these fruit trees is extremely limited this year, due to the drought of 1934 which killed most of the seedlings. Prices are necessarily high, but we are sure that the prices of these fruits will also be high within the next few years, making your investment pay well! Set Plum and Pear trees 20 to 25 feet apart, quince trees 10 to 15 feet apart. Order early!

PEAR TREES

BARTLETT. New varieties come and take their place, but Bartlett still reigns supreme in the pear family! Unmatched in flavor, quality or yield! Ripens late summer and is large in size, bright-yellow in color with red cheek. A fancy fruit to eat fresh or canned. Very popular for shipping and storage. Last year we returned orders for several thousand Bartlett trees—so order yours early this year to avoid being disappointed in your plantings! **Priced Below.**

DOUGLAS. Large, smooth, glossy fruit of golden-yellow, flecked with russet. Flesh is white and fine grained. Flavor rich, melting and juicy. Ripens mid-season. Trees often produce fruit the first year. **Priced Below.**

KIEFFER. Famous for its long-keeping ability and canning quality. Fruit is large, yellow and very firm. Excellent shipper. Trees are extremely hardy and heavy bearers. **Priced Below.**

SECKEL. The little red "Sugar Pear" which is so popular for eating fresh and for pickling. Richest flavor of any pear. Fine textured. **Priced Below.**

DUCHESSE. Enormous yellow pear, which is rather round in shape. Flesh is fine and rich. Excellent for canning. Ripens in October. **Priced Below.**

PRICES—ALL PEAR TREES DESCRIBED ABOVE

	Each	3	10	50	100
2-Yr. 4-6 Ft.....	75c	\$2.10	\$6.85	\$32.50	\$59.50

PLUM TREES

ITALIAN PRUNE. Large oval plum with dark-purple skin and golden flesh. Highly flavored and of fine texture. Greatly prized for canning and drying. Tree hardy and a good producer. **Priced Below.**

UNDERWOOD. Extra large, round, bright-red fruit. Delicious flavor, tart but sweet. Excellent canner and shipper. Hardy, heavy producer, **Priced Below.**

MONARCH. Large, round plum of deep purple color. Flesh is yellow, fine textured, very firm, and richly flavored. Good for every purpose. Tree is hardy and bears heavily. **Priced Below.**

YELLOW EGG. Large, rather oval, golden-yellow plum with very firm flesh and most deliciously rich flavor. A heavy, annual producer. Trees hardy everywhere and thrifty growers. **Priced Below.**

BURBANK. Cherry-red fruit with purplish-bloom. Round in shape, sweet in flavor, excellent in quality. A tremendous bearer, and perfectly fertile and hardy. **Priced Below.**

ABUNDANCE. Large, round, red fruit with amber cast and pinkish bloom. Hardy, productive, and bears early. **Priced Below.**

PRICES—ALL PLUM TREES DESCRIBED ABOVE

	Each	3	10	50	100
2-Yr. 4-6 Ft.....	75c	\$2.10	\$6.85	\$32.50	\$59.50



5 PEAR TREES \$2.95

We select FIVE TREES to provide big crops of finest varieties of fruit from early to late in season. All 2-Yr. 4-6 foot, first-class, standard trees. We label them true to name. A sure-to-please bargain!



5 PLUM TREES

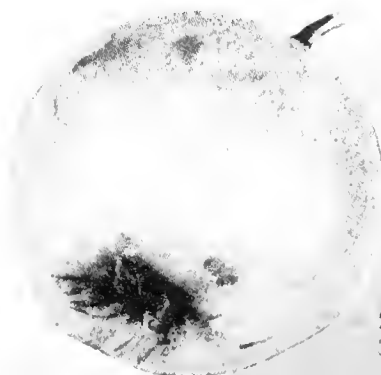
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\$2.95

QUINCE TREES

Famous Orange variety. Produces large, orange-shaped fruit which is yellow when full ripe. (Photo 1/2 actual size.) Excellent flavor to use alone or with other fruits in preserving; jelly making. Always sells at high prices!

2-Yr. 4-5 Ft. trees: 85c each;
3 for \$2.25; 10 for \$6.85.



Emlong's Big Evergreen Sale

Some of the finest Evergreens in America! Grown on rich soil which makes them bright-colored and glossy! All perfectly sheared specimens. This stock will be shipped with roots puddled in mud, wrapped in wet

moss, and waterproof paper. Guaranteed to reach you in satisfactory condition. Planting directions included. We will be glad to suggest Evergreens suitable for your particular planting needs upon request.

PYRAMIDAL ARBOR VITAE

Most popular Evergreen in America! Tall, slender and graceful in form, with lacy, bright-green foliage. Perfectly hardy and healthy everywhere. Grows to a height of 12 to 15 feet, with width of 2 to 2½ feet. Our Pyramidals are extra thickly foliated. Fine for doorways, corner or entrance plantings, formal windbreaks and screens. **Special Prices:** 10-12 inch 3 for \$1.69; 10 for \$4.79; 12-18 inch 89c each; 2-3 ft. \$1.25 each; 3-4 ft. \$1.85 each; 4-5 ft. \$2.50 each.

Pyramidal Arbor Vitae
2-3 ft. trees \$1.25

GLOBOSA ARBOR VITAE—10 PLANTS \$4.79

10x12 INCH HEDGING

A naturally Globe-Shaped tree which is very dwarf in habit. Reaches a height of 3-4 feet at maturity. Foliage is bright-green, fine and lacy, and very densely arranged. Makes a lovely foundation shrub. Also popular for grouping in corners and for low hedges. Beautiful the year around. (Pictures on page 31 and catalog envelope.) **Prices:** 10x12 inch 3 for \$1.69; 10 for \$4.79; 12x18 inch 98c each; 2x3 ft. \$1.59 each.

ORIENTAL ARBOR VITAE

A low-growing evergreen shrub which forms a dense cone-shape, measuring about 3 feet across and 5 feet high at maturity. Brilliant yellow-green color makes it always fresh-looking against the darker green of other varieties! 3-5 ft. specimens only, **\$1.89 each.**

AMERICAN ARBOR VITAE 69c EACH

A compact, graceful, cone-shaped evergreen which reaches a height of 35 feet at maturity. Can be sheared to any desired height or shape. Makes a fine lawn specimen. Widely used for ornamental windbreaks and dense evergreen hedges. Set plants 2 to 3 feet apart for hedges. **Prices:** 12-18 inch hedging grade 69c each; 10 for \$4.50; 4-5 ft. specimen trees \$1.89 each.

AUSTRIAN PINE 69c

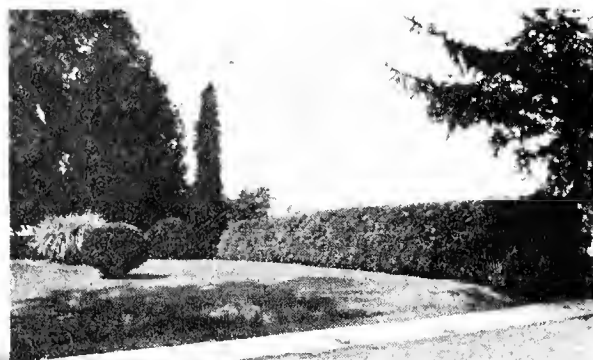
Long, blackish-green needles borne thickly on spreading branches. Grows to height of 100 feet with handsome and picturesque form. Fine for screens, windbreaks, and lawn specimens. 12-18 inch windbreak size 69c each; 10 for \$4.50; 2-3 ft. specimen trees 98c.

SCOTCH PINE 79c

A dense, bushy shrub of dark blue-green when young. Makes beautiful screens and windbreaks. Grows rapidly and develops into a large, handsome tree 35 feet tall. Thrives everywhere. 18-24 inch 79c each; 2-3 ft. 98c each.

NORWAY SPRUCE—2 FOR 75c

Most popular Christmas tree and Windbreak Evergreen. Grows everywhere and is always healthy and beautiful. Bright green needles borne on short stems form a dense, pyramidal tree. Our spruces are extra-dense and compact, every one a perfect and bright-colored specimen you'll be proud to own. Can be pruned anytime to the desired height and shape. Useful for clipped hedges, unclipped windbreaks, lawn groups and specimen trees. All the popular sizes to choose from:



Hedge of American Arbor Vitae
12-18 in. plants 10 for \$4.50

PRICES

Norway Spruce Trees			
Each	2	10	
12-18 in.	\$0.50	\$0.75	\$2.50
18-24 in.	.75	1.00	3.95
2-3 ft.	1.00	1.50	6.95
3-4 ft.	1.25	2.00	8.95
4-5 ft.	1.69	3.00	9.95

Specials!

1

3 SPRUCE TREES

All Different

- 1 Colo. Blue 12-18 in.
- 1 Black Hills 12-18 in.
- 1 Norway 12-18 in.

\$2.59

2

DOORWAY PLANTING

Will plant both sides of a doorway, or two corners:

- 2 Pyr. Arbor Vitae 12-18 in.
- 4 Globosa Arbor Vitae 12x18 in.

\$4.95

3

CORNER GROUP

Large Evergreens

- 1 Pyr. Arbor Vitae 4-5 ft.
- 2 Oriental Arbor Vitae 3-4 ft.

\$4.50

4

3 BLUE EVERGREENS

Each One Different

- 1 Colo. Blue Spruce 10-12 in.
- 1 Columnar Blue Juniper 10-12 in.
- 1 Low Blue Juniper 10-12 in.

\$1.89

5

4 BLUE JUNIPERS

All low-growing varieties similar to Meyer. 10-12 inch grafted transplants. All labeled.

\$1.98

Colorado Blue Spruce
12-18 in. \$1.25 each

Norway Spruce Trees
As low as 50c each

Bright-Colored Northern Stock

PYRAMIDAL JUNIPERS

J. VIRGINIANA (Red Cedar). Greyish-green foliage which darkens in winter. Fine, dense, and thickly columnar. Easy to grow. 4-5 ft. specimens **\$1.98** each.

SWEDISH JUNIPER. Light, silvery-blue foliage which is dense, broad and drooping. Tree forms a formal column which does not grow out of shape or break with winter snows. Very hardy and reliable. 12-18 inch **\$1.00** each; 2-3 ft. **\$1.69** each.

IRISH COLUMNAR JUNIPER. An erect, slender and formal shaped evergreen of silvery blue-green color. Fine for doorways, corners, cemeteries, etc. Grows in shade. 4-5 ft. specimen only, **\$1.98** each.

VIRGINIANA GLAUCA. Bright silvery blue, feathery foliage, borne informally on slender branchlets. Tree forms a dense, cone-shaped column which is unique and lovely in form. Very choice! 10-12 inch **98c**; 12-18 inch **\$1.69**; 18-24 inch **\$1.98**; 2-3 ft. **\$2.49**.

J. SCOPULORUM. Light blue-green foliage with a feathery texture. Grows upright and slender, with only one central stem. Stands severe storms without breaking. Very graceful! Specimen trees, 3-4 ft. tall, **\$1.79** each.

Pyramidal Junipers—5 varieties, 98c each and up.

Bargains!

6

3 Pine Trees Entrance Group

Your choice of Scotch or Austrian. All 2-3 ft. trees.

\$2.89

7

4 Low-Growing Evergreens

1 Mugho Pine
1 Juniper Sabina
1 Globosa A. V.
1 Jun. Pfitzeriana
All 10 x 12 inch

\$1.69

8

4 Tall Junipers

All blue and silver grafted varieties. All 10-12 inch stock. Each tree labelled. Our selection.

\$1.79

9

3 Shady Spot Evergreens

Two low-growing and one tall-growing. Varieties that grow in dense shade. 10-12 inch stock—labelled. Our selection.

\$1.89

10

Shady Corner Evergreen Planting

1 Swedish Juniper 12-18 inch
2 Pfitzer Juniper 12 x 15 inch

\$2.49

LOW-GROWING JUNIPERS

J. MEYERI. The brightest, deepest blue of any evergreen! Stands out as a prize beauty wherever seen! Grows to a graceful shrub about 3-4 feet tall. Gorgeous as a specimen in groups and foundation plantings. A rare luxury! 10-12 inch **\$1.49**; 15-18 inch **\$2.49** each.

J. DOUGLASI. Low, spreading, shrubby evergreen of breath-taking, bright, silvery-blue color. Fine, waving foliage. 10x12 inch **98c**; 12x18 inch **\$1.69**; 2x3 ft. **\$2.49** each.

J. PFITZERIANA. Long, drooping branches, covered with dark-green leafy foliage. Very thrifty and dependable. Excellent for groups, foundations and borders where an evergreen shrub is desired. 10x12 inch **59c**; 12x18 inch **98c**; 2x3 ft. **\$2.98**.

J. SABINA. Lovely, moss-green foliage. A low, horizontal ground-cover evergreen, fine for banks and rockeries. 10x12 inch **59c**; 12x18 inch **98c**; 2x3 ft. **\$2.98**.

Glorious, bright blue Juniper Meyeri. **\$1.49**

Juniper Douglasi—Fine blue shrubs, 98c up.

Juniper Pfitzeriana. Fine specimen, 59c each.

SPRUCES

BLACK HILLS. The most compact spruce in existence. Constantly throwing out new, stubby branchlets which make it an endless delight from the time it's six inches tall! Rich, bluish-green color. Grows 35 feet tall eventually. Choice lawn specimen! 12-18 inch **\$1.25**; 18-24 inch **\$1.98**.

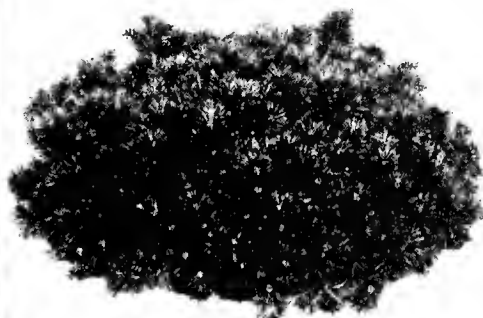
COLORADO BLUE. Gorgeous in color, habit and form! Bright blue foliage in spring gradually adopts deeper tones toward winter. Thickly branched. Grows to a shapely pyramid 35 feet tall. 10-12 inch **59c**; 12-18 inch **\$1.25**; 2-3 ft. **\$3.50** each. (Also a block of blue-green specimens 4-5 ft. tall at **\$3.60** each.)

SPECIAL! Just a few EXTRA BRIGHT BLUE "SHINERS" 18-24 inches tall at **\$3.45** each while they last.

KOSTERS BLUE. A new grafted Evergreen of brightest, shining, permanent sky-blue color. Longer needles and branchlets than Colorado variety, and more open in growth. 35 feet tall at maturity. Picture on page 30. An enviable possession for any family! 10-12 inch **\$1.98**; 12-18 inch **\$3.98**; 2-3 ft. **\$5.98**.

DWARF MUGHO PINE 89c EACH

A charming little mound of darkest green needles, produced in bunches. New growth in spring comes out like a myriad of tiny light-green candles. A true dwarf which never grows over 4 feet tall. Greatly prized for planting in borders, rockeries, and along foundations. 10x12 inch **89c**; 12x18 inch **\$1.49**.



Dwarf Mugho Pine. A charming little beauty!



Globosa Arbor Vitae. 12x18 inch plants, 98c.



Black Hills Spruce. Lawn specimen, \$1.25 ea.

Emlong's Selected Shade Trees

Buy good, hardy, Northern-grown, selected shade trees! Our trees are extra well-rooted, straight and nicely branched. Guaranteed to please and to grow.

4 LOMBARDY POPLARS—\$1.00

Tall, stately columns of dark, shiny-green leaves, white on the underside. Succeeds on soil too poor to grow other trees, and grows rapidly. Lovely as lawn specimens, or planted in groups of 3 or 5 in corners. Widely used for screening and windbreak purposes. Plant 5 feet apart in rows or 10-15 feet apart as specimen trees. **Special Low Prices:** 5-6 ft. trees **30c each; 4 for \$1.00; 12 for \$2.49.** 8-10 ft. trees **59c each; 2 for \$1.00; 10 for \$4.50.**

GOLDEN-SILVER POPLAR: Brilliant novelty from Holland. Medium height, bushy shrub with silvery-white branchlets. Small, luminous leaves, gold on upper side; glistening silver on reverse. Striking contrast to green shrubs. One customer values his three-year old specimen at seventy-five dollars. 2-3 foot plants **49c each; 3 for 98c.**

BABYLONIAN WEeping WILLOWS—2 for \$1.49. Long, bright-green leaves, borne on slender branches which sweep to the ground and wave gracefully in the breeze. Specimen shown has been severely pruned. Grows rapidly on all soils. 6 ft. trees **98c each; 2 for \$1.49.**

European Mountain Ash: Shiny, fernlike green leaves, deeply cut. Large bunches of bright red berries. A shapely and beautiful tree, much admired by everyone. 4-5 ft. trees **\$1.25 each.**

2 SILVER MAPLE 6-8 FOOT—\$1.00

A rapid-growing tree which succeeds on poor soils. Dark green leaves with lighter lining. Does not sucker like old-fashioned soft maple. Forms well-shaped head. Excellent lawn or street tree. **Special Prices:** 6-8 ft. trees: **59c each; 2 for \$1.00; 10 for \$4.50.** 8-10 ft. trees: **89c each; 2 for \$1.49; 10 for \$6.95.**

Norway Hard Maple: Dark, shiny-green foliage and compactly set branches form a rounded head which makes this a favorite tree for lawn and street planting. Grows more rapidly than other hard maples. Fine specimen trees: 6-8 ft. **\$1.89 each; 8-10 ft. \$2.89 each.**

American Elm—89c each: Noblest of our native trees! Medium-sized, oval leaves of dark green. Tall-growing and stately in form. Very enduring. Fine for lawn and street planting. **Special Low Prices:** 6-8 ft. trees: **89c each; 2 for \$1.49; 10 for \$6.50.** 8-10 ft. trees: **\$1.25 each; 2 for \$1.98; 10 for \$8.85.**

Cut-Leaf Weeping Birch: Silvery-white bark, delicately-cut leaves borne on long, sweeping branches. 3-5 ft. trees **\$1.49 each.**

Flowering Trees

Pauls Double Scarlet Hawthorne—3-4 ft. \$1.98 each

Bright red, double, rose-like flowers produced in large clusters, completely cover tree several weeks **May and June.** Rare luxury!

Rose Acacia Trees—2-3 ft. \$1.69 each

Long, wisteria-like trusses of pea-shaped lavender-pink flowers, lasting from **June through summer.** Fine-cut foliage. Gorgeous!

Red Leaf Plum Trees—3-4 ft. 79c each; 2 for \$1.00

Small tree with dark maroon-red leaves. Lovely contrast with other leaves in the shrub border! White flowers in May-June.

Bechtels Double Flowering Crab—3-4 ft. 79c each

The only double-flowering crab. Bears large clusters of rose-pink, fragrant flowers in **May and June.**

Red Flowering Crab—3-4 ft. 89c each

Dark, purplish-red flowers cover the small tree in May. Followed by small red fruit. Very brilliant in its beauty.

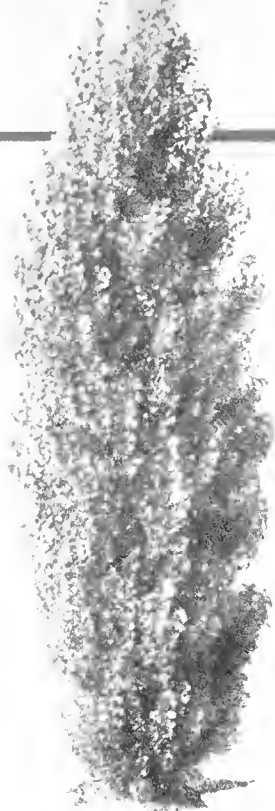
TREE Hydrangea P. G.—3-4 ft. 98c each

Large, cone-shaped panicles of white flowers in **August**, turn to shades of rose in September. Grafted heads on one stem.

TREE Althea—3-4 ft. 59c each; 3 for \$1.49

Blooms August and September when other flowers are gone. Double two-inch flowers of **RED or PURPLE.** State choice.

IMPORTANT NOTE—You will find **CHINESE ELM TREES DESCRIBED AND PRICED ON PAGE 48.**



Lombardy Poplar trees
12 for \$2.49



Umbrella Catalpa

2 Trees for \$1.00

Large, heart-shaped leaves which form an umbrella-shaped head on a straight, low-growing trunk. Usually planted 15 to 20 feet apart in pairs or groups. 2-Yr. 4-5 ft. trees, **75c each; 2 for \$1.00.**



Silver Maple trees
10 for \$4.50



Weeping Mulberry

2 Trees for \$1.79

Beautiful, dark-green, thick, glossy leaves, borne on slender branches which sweep to ground. Very hardy. Can be pruned as shown in picture, if desired. Forms a tidy, umbrella-head. 2-Yr. 4-5 ft. **98c each; 2 for \$1.79.**



Large Weeping Willows—98c each



Large Am. Elms—89c each

Emlong's Big 1c Sale

1c
SALE

FINE GUARANTEED SHRUBS

Most showy and popular shrubs in America, offered at prices which save money for you! All strong, well-rooted stock, guaranteed to grow and bloom true to name. See how much you save by buying **more than one shrub** of a kind!

DOUBLE MOCK ORANGE—2 PLANTS 51c

Nearly Everblooming! Big, creamy-white, double flowers, produced in immense clusters. Yellow stamens in flower centers. Sweetly scented! Blooms heavily in June and occasionally until Winter. Wonderful for hedges, screens, and lawn specimen. Grows 5 feet tall. Very hardy. Set plants 5 ft. apart for specimen, 3 ft. apart for hedging. 18-24 inch plants: 50c ea.; 2 for 51c; 10 for \$2.39.

GORGEOUS NEW BUDDLEIAS—2 PLANTS 51c

Semi-perennial shrubs which grow about 3 to 4 feet in a season. Tops die back in Winter and appear again in Spring. Roots are perfectly hardy anywhere. Here are the two best and showiest varieties known. Lovely, long leaves. Plant many and have bouquets from **August to November!**

New Ile de France—Brilliant reddish-violet spikes, borne many to a stem, measure 6 to 9 inches long. Very fragrant. Attract bevy of butterflies!
New Long Spike Purple—Gigantic spikes measure 12 inches long and 2 to 3 inches across. Rich, glowing-purple. Most profuse flowering of any buddleia! We have counted as high as 100 spikes on a bush the first year planted!

YOUR CHOICE OF THE TWO VARIETIES—1-Yr. well-rooted plants: 50c each; 2 for 51c; 10 for \$2.39.

DOUBLE-FLOWERING ALTHEA—5 PLANTS 76c

Double, rose-like flowers two inches in diameter, cover these shrubs from August to November. Beautifully cut leaves, produced thickly on plants which grow to a height of 4-6 ft. Can be pruned to desired height. Make showy lawn specimen, groups, hedges or screens. Choice of **Red, Purple or Pink** flowers. 12-18 inch well-rooted plants: 4 for 75c; 5 for 76c.

10 RED FRENCH LILACS—ONLY \$2.25

CHARLES X variety: Produces 8 to 12 inch panicles of wine-red flowers. Blooms very young and profusely. Grows 6 to 8 feet tall. Plant a hedge, they're very showy!
PRICE: 18-24 inch plants: 58c each; 2 for 59c; 10 for \$2.25.

Other varieties of French Lilacs, your choice—all 18-24 inch plants. **PRICE:** 50c each; 2 for 51c; 10 for \$2.25.

BELLE de NANCY: Satiny rose-white.

LUDWIG Van SPAETHE: Dark purplish blue.

GLORIE de LORRAINE: Crimson pink and clear mauve.

MICHAEL BUCHNER: Rich, dark purple.

Special!

New Buddleias make charming bouquets! Get 5 each of 2 new kinds for \$2.39.

One each of the five French Lilacs described here, \$1.19

SPIREA VAN HOUTTEI 10 PLANTS FOR \$1.01

Masses of tiny white blooms cluster along graceful sweeping branches in May and June. Commonly called Bridal Wreath shrub. Delicately cut green leaves remain late in Fall. Can be pruned to any height any time of the year. Set plants 3 to 5 feet apart, according to denseness desired in the planting. Favorite shrub for foundations, hedges, and screens. **SPECIAL PRICES:** Well-rooted, select 12-18 inch hedging: 5 for \$1.00; 10 for \$1.01; 100 for \$5.00. Choice 3-Yr. 2-3 ft. specimen clumps: 4 for \$1.00; 5 for \$1.01.

HYDRANGEA A. G. (Hills of Snow) A 25-FOOT FOUNDATION PLANTING FOR \$2.25

Most reliable shrub for medium-height foundation use. Wide leaves, thickly produced, remain late in Fall. Flat, white panicles of flowers measure 5 inches across. Blooms June to August. Does well in shade. Grows to height of 3 to 4 feet. Very hardy, and succeeds on poor soils. Set plants 2½ feet apart. Bushy, 15-18 inch plants: 50c each; 2 for 51c; 10 for \$2.25.

HYDRANGEA P. G. A 25-FOOT HEDGE—10 PLANTS FOR \$2.35

Heavy panicles of white, turn to shades of rose in Fall. Blooms August to November. Can be cut and dried for winter bouquets. Narrow, dark-green leaves. Grows 4 to 5 feet tall. Unrivalled for foundation use, borders, groups and hedges! Set plants 3 feet apart. Well-rooted 12-18 inch plants: 50c each; 2 for 51c; 10 for \$2.35.

Combination Offer: 5 Hydrangea A. G. and 5 Hydrangea P. G. well-rooted shrubs, for only \$2.29.

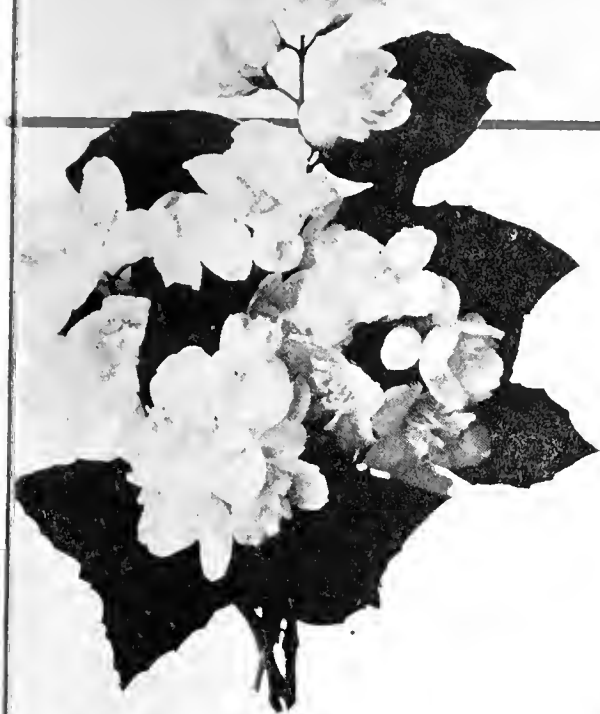
SPECIAL NOTICE: Don't overlook the **BLUE HYDRANGEA SHRUB** and **NEW HEAVENLY BLUE ALTHEA SHRUB** offered on page 2.



Spirea Van Houttei (Bridal Wreath). New low price: \$5.00 per hundred.



Hydrangea A. G. (Hills of Snow). 2 nice bushy plants for 51c.



Cluster of Double Mock Orange. Plant a 30 foot hedge for \$2.39!



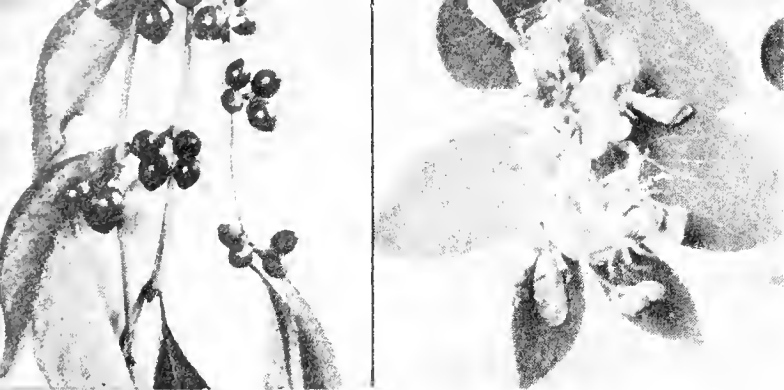
Althea Hedge for late blooms! Choice of Red, Pink, Purple.



French Lilacs in new colors. See colored picture inside back cover.



Hydrangea P. G.—pyramidal rosy flower heads—very showy. 2 plants for 51c.



HONEYSUCKLE—Red berries; red or pink flowers



Cornus Amomum—
Blue Berries



Cornus Stolonifera—
White Berries



Viburnum Opulus—
Red Berries



Scarlet Crataegus
"Apples"



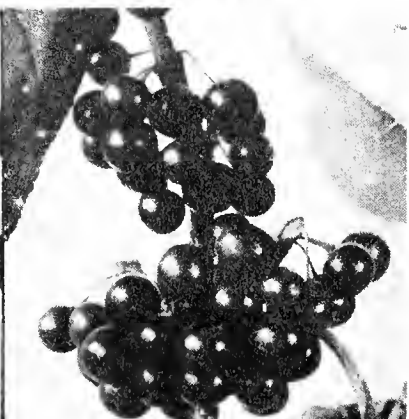
Large, White Snow-
berries



Indian Current—
Maroon Berries



Rhamnus Frangula—
Red Berries



Rhamnus Cathartica—
Black Berries

These Shrubs produce **BERRIES—**

ATTRACT GAY SONGBIRDS TO YOUR YARD!

All the feathered friends will make your life joyous with music if you grow berry-producing shrubs! These varieties are lovely for the home grounds and for naturalizing around summer homes. Every one has its own peculiar charm in flower, foliage and fruit—

PLANT THEM ALL!

We will send you one each of every shrub on this page—12 different berry-producing plants, including one new Bushcherry and one Bittersweet vine—all for only **\$1.79. ORDER TODAY!**

TARTARIAN HONEYSUCKLE: Beautiful blue-green leaves which remain late Fall. Tiny pink flowers in Spring, followed by clusters of **red berries**, which are edible. Widely used for tall hedges, specimen plantings and screens. **RED or PINK FLOWER**—state choice. Plant 3 ft. apart for hedge, 5 ft. apart for specimen. 12-18 in. plants: **2 for 35c; 5 for 75c; 12 for \$1.50; 100 for \$9.95.**

CORNUS AMOMUM: Shrubby dogwood. White flowers in flat panicles, followed by **blue berries**. Lovely green leaves, grey beneath. Grows 6-8 ft. Set 5 ft. apart. 12-15 in. plants: **30c each; 2 for 35c; 5 for 75c.**

CORNUS STOLONIFERA: Shrubby red-twig dogwood. White flowers, followed by **white clusters of berries**. Grows 6-8 ft. Set 5 ft. apart. 12-15 in. plants: **30c; 2 for 35c; 5 for 75c.**

VIBURNUM OPULUS: Highbush Cranberry. Handsome 3-lobed leaves color brilliantly in Fall. Flat, white flower clusters; large, **shiny-red berries**. Grows 6-8 ft. Set 5 ft. apart. 12-18 inch plants: **30c; 2 for 35c; 5 for 75c.**

CRATAEGUS MOLLE: Shrubby Hawthorn with lacy leaves. White flowers cluster along stems in Spring. **Scarlet "apples"** measure 2/3 inch diameter. Good to eat or use in jelly, preserves, etc. Grows 6-8 ft. Set 5 ft. apart. 12-15 inch plants: **30c each; 2 for 35c; 5 for 75c.**

WHITE SNOWBERRY: Medium-height shrub which succeeds in places too shady for others. Tiny pink flowers—large **white berries**. Birds leave these berries for your winter enjoyment! Set 3 ft. apart. 12-18 inch plants: **30c each; 2 for 35c; 5 for 75c.**

INDIAN CURRANT: (Coralberry or Red Snowberry.) Gorgeous maroon and scarlet tinted leaves in Fall, set off by tiny **maroon-red berries** which cluster gracefully along pendulous branches. Medium-height. Set 3 ft. apart. 12-18 inch plants: **30c each; 2 for 35c; 5 for 75c.**

RHAMNUS FRANGULA: Dark green leaves, densely produced. White flowers mid-Summer; large **red berries** in Fall. Fine as specimen shrubs or medium-height pruned hedging. Grows 5-6 ft. Set 2½ ft. apart for hedge, 5 ft. for specimen. 12-15 inch plants: **30c each; 2 for 35c; 5 for 75c.**

RHAMNUS CATHARTICA: Dense, many-branched, medium-height shrub with glossy-green leaves. White flowers mid-Summer, **black berries** in Fall. Fine for specimen or clipped hedges. Plant same as R. Frangula. 12-15 inch plants: **30c each; 2 for 35c; 5 for 75c.**

6 BERRY-PRODUCING SHRUBS FOR **89c**

We select **6 different kinds** and label them. All are varieties listed on this page. A **BIG BUY!**

New! HANSEN'S BUSH CHERRY

Small, spreading bushes with long, silvery-blue-green leaves which color bright maroon and red in Fall. Grows to height of 4-5 ft. Rather spreading in shape. White flowers in Spring and loads of cherry-sized red fruit in July and August. Fruit is delicious to eat fresh, in sauce or jelly. Plant perfectly hardy, grows anywhere. Set 4-5 ft. apart. 2-3 foot plants **49c each; 3 for \$1.00; 10 for \$2.95.**

BITTERSWEET VINES—4 FOR \$1.00

Hardy vines which succeed on poor soil. Cling to fences, arches, etc. Great clusters of orange-yellow berries which hang gracefully from long branchlets. Berries open, after cutting, to flower-shape with outer petals of orange and inside bright red. Dried bouquets last all Winter. 12-15 inch vines, **35c each; 4 for 1.00.**

Emlong's "TAKE-TWO" Shrub Bargains

If you like variety of blooms and foliage, you'll find it on this page! And look what bargains you can get by taking two shrubs of a kind instead of one! That's because it is as easy for us to wrap two as one. You'll like our shrubs—everyone does. They're guaranteed to grow!

GROUP NUMBER 1

Your Choice—All Shrubs in This Group—2 for 39c or 10 for \$1.59

PUSSY WILLOW SHRUB: Long, shiny-green leaves. Large, silky-grey catkins all along branches in April. Lovely for bouquets! Grows 6-8 ft. Set 5 ft. apart. 18-24 inch plants, priced above.

WEIGELA ROSEA: Inch-wide rose-colored bells cluster thickly along stems in May and June. Very graceful shrub, with lovely green leaves. Grows 5 ft. Useful in borders, groups, foundation plantings, and unclipped hedges. Set 3 feet apart, 10 plants make a 30 foot hedge. 12-18 inch plants, priced above.

DWARF PINK SPIREA: Large, dome-shaped clusters of fuzzy, rose-pink flowers cover bush from August to October. Charmingly cut, long pointed leaves—variegated fall colors. Hardy. Excellent for low foundations and borders. Grows 3-4 ft. Set 2½ ft. apart. 12-18 inch plants, priced above.

DWARF PINK DEUTZIA: Half-inch rosy tassel-flowers in great profusion in June and July. Long, pointed, sage-green leaves. Fine for low foundations and borders. Grows 3-4 ft. Set 2½ feet apart. 12-18 inch plants, priced above.

FORSYTHIA—GOLDEN BELL: Dainty golden bell-flowers pop open early in April—before leaves appear. Slender green leaves. Grows 6-8 ft. Set plants 5 feet apart. 12-18 inch plants, priced above.

KOREAN SPIREA: Improved Van Houttei, which grows more slowly. Larger flower-clusters and more distinct eye to flower. Handsomely cut leaves. Grows 6 ft. tall. Set 3 ft. apart. 18-24 inch plants, priced above.

PERSIAN PURPLE LILAC: Large, loose, panicles of delicate lavender flowers in May. Richly fragrant. Small leaves. Grows 8-10 ft. Set 5 ft. apart. 2-3 ft. plants, priced above.

PEARLBUSH: Myriads of white pearls strung along slender, sweeping branches in May. Dense foliage. Grows 5-6 ft. Set 4 ft. apart. 18-24 inch plants, priced above.

JETBEAD: One-inch, white flowers with yellow centers, in May. Black, shiny berries in fall. Abundant, corrugated green leaves. Very ornamental. Grows 5 ft. Set 4 ft. apart. 18-24 inch plants, priced above.

SPIREA THUNBERGI: Tiny, star-like white flowers in June. Fine, misty foliage, makes dainty bouquet-filler. Round bush, grows 5 ft. Set 4 ft. apart. 2-3 ft. plants, priced above.

GROUP NUMBER 2

Your Choice—All Shrubs in This Group—2 for 49c; 10 for \$1.89

SWEET SHRUB: Calycanthus. Large, handsome, dark-green leaves. Chocolate-colored flowers with spicy odor. Grows medium-height. Set 3 ft. apart. 12-15 inch plants, priced above.

HYPERICUM—GOLDFLOWER SHRUB: Large, shining gold flowers with many pin-like orange stamens. Buds look like gold nuggets, all over the bush. Blooms very young, from July to September. Dwarf grower with round, leathery green leaves. Tops often freeze back in Winter but come again in Spring. Picture on back cover. Set 2½ ft. apart. 12-15 inch plants, priced above.

SPANISH TAMARIX: Lacy racemes of tiny purplish-rose flowers, measuring 10 to 12 inches long, late summer. Dense, misty foliage. Grows 5-6 ft. Set 5 feet apart. 18-24 inch plants, priced above.

OAK LEAF HYDRANGEA: (Hyd. Quercifolia). Handsome 3-lobed leaves measuring 4 inches across, color to bright purplish-red in Autumn and remain until Winter. Pyramidal white flower panicles measure 8 to 12 inches long. Blooms July. Grows 4-5 ft. Bushy. Set 5 feet apart. 8-12 inch plants, priced above.

SCARLET FLOWERING QUINCE: Cydonia Japonica. Bright scarlet one-inch flowers with golden stamens, completely cover bushes in May. Blooms long time. Leaves color gayly in Fall. Fine for specimen, borders, or hedging. Can be pruned to any height. Grows 5-6 ft. Set 2 ft. apart for hedge, 5 ft. for specimen. 18-24 inch plants, priced above.

PINK FLOWERING ALMOND: Mayrose bush. Inch-wide, very double, rosy-pink flowers cluster thickly along upright stems in May—before leaves appear. Medium-height bush. Set 3 feet apart. 15-18 inch plants, priced above.

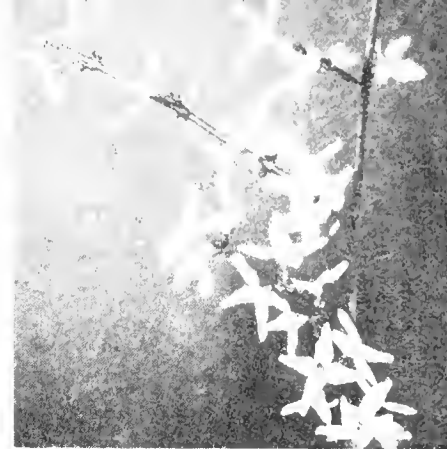
RED FLOWERING WEIGELA: Deep, cardinal-red bell-flowers with velvety surface. Blooms from July until Fall. Graceful, pendant branches. Charming as specimen, in groups, or foundations. Grow 4-5 ft. Set 4 feet apart. 12-18 inch plants, priced above.

"DANDY DOZEN" SHRUB COLLECTION

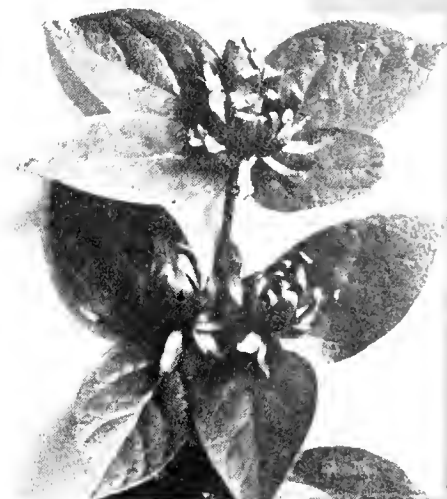
If you're not particular about varieties, let us pick them for you. Send \$1.69 and state where you want to plant the shrubs. We'll choose varieties to suit the location. We send two of a kind, to make a dozen fine shrubs.

FRAGRANT PINK SNOWBALL

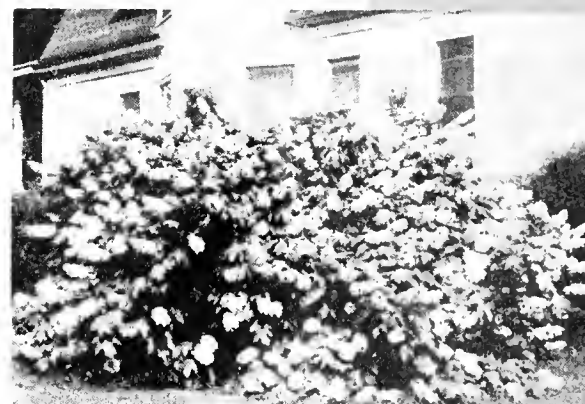
(Viburnum Carlesi). Dense, waxy flower-balls of rosy-pink. Blooms in May and June. Exquisitely fragrant! Three-lobed Viburnum leaves color brightly in Fall. Grows 3-4 ft. Set plants 3 feet apart. Very rare and lovely! 12-15 inch plants 60c each; 2 for 76c.



Forsythia Golden-Bell flowers



Sweet Shrub flowers and leaves



Oak Leaf Hydrangea—8 years old

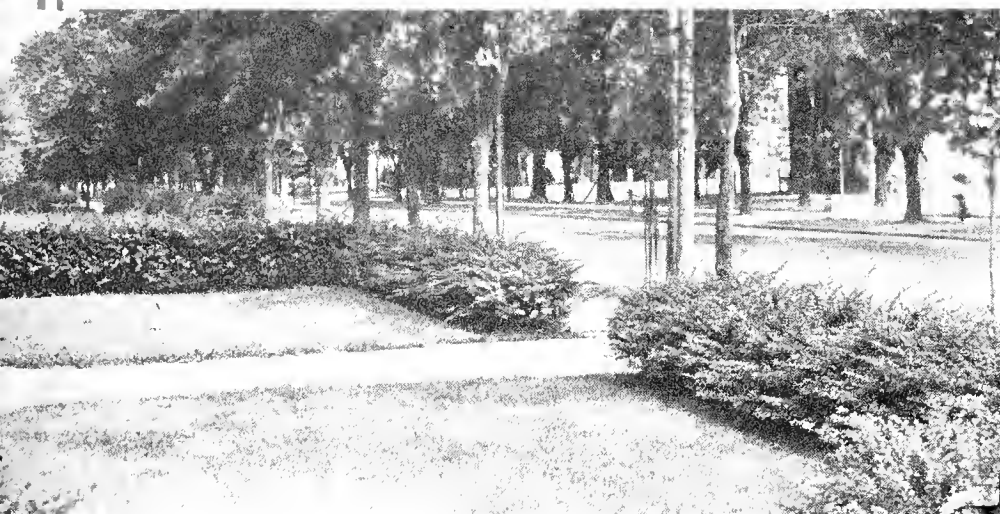


Group of Weigela Shrubs



Dwarf Pink Spirea border

EMLONG'S HARDY HEDGES MAKE FRIENDLY LIVING FENCES



A neighborly Barberry hedge for city lots or border to farm lawns.



Specimen Red Barberry bush.

A delightful plant the year around! Healthy, bright green leaves come early in Spring and remain until late Fall. They turn brilliant shades of gold, scarlet and orange in autumn, and are followed by red berries which remain all winter. A low-growing plant, which is easy to keep in shape. Can be pruned any time of the year. Thrives on poorest soil and is perfectly hardy anywhere in this country. Set the plants 18 inches apart in a single row. You can't plant too much Barberry—it's a shrub that's always beautiful!

RED BARBERRY 3 for 59c

Glistening, purplish-maroon leaves which turn to brighter tones of red in Fall. Plants grow about 3-4 ft. tall, are perfectly hardy, and can be pruned any time of year. Desirable to produce color accent, as specimen bushes, groups, borders or hedges. Gorgeous planted among evergreens. Set bushes 18 inches apart.

EMLONG'S SPECIAL LOW PRICES— RED BARBERRY

12-15 Inch Plants
25c each 3 for 59c 12 for \$1.79 100 for \$12.00

Priced as low as \$2⁹⁵ per 100

A HEDGE FOR EVERY PURPOSE

Economize by planting a tall hedge fence instead of buying posts and fencing wire! It's just as effective, and once planted it's there for a LIFETIME! Improves the appearance and value of either city or farm property. Whether you want a low, spreading; high or low clipped; or tall unclipped hedge, you'll find what you want either here or on pages 33, 34, 35 and 48.

BARBERRY HEDGING ...

**12
FOR
59c**

EMLONG'S SPECIAL LOW PRICES— GREEN BARBERRY

1-Yr. 10-12 Inch Transplants
6 for 39c 12 for 59c 100 for \$3.39
2-Yr. 12-15 Inch Transplants
6 for 69c 12 for \$1.19 100 for \$5.89
3-Yr. 18-24 Inch Specimen Bushes
25c each 3 for 59c 12 for \$1.98 100 for \$12.50

MULBERRY HEDGING 12 for 59c

A very practical hedging to plant along the roadside and between farm fields, etc. More economical than fencing, as one planting lasts a lifetime. Leaves are dark green, attractively cut and free from disease. Hardest hedging known. Grows on all soils.

EMLONG'S SPECIAL LOW PRICES— MULBERRY PLANTS

15-18 Inch
12 for 59c 100 for \$2.95 1000 for \$20.00
18-24 Inch
12 for 69c 100 for \$3.49 1000 for \$25.00

AMoor PRIVET HEDGING • 12 Plants for 69c

Amoor River is the hardiest of all privets. The foliage is dark, glossy green, resistant to insect pests, and not subject to blight. Leaves appear early in Spring and remain far into Winter. Small white clusters of flowers followed by white berries. Privet may be pruned any time of the year. Desirable for low or high clipped hedges; tall unclipped hedges for screening; foundation plantings for tall buildings. Grows on poor soil. Set plants 9-12 inches apart and prune severely for dense hedge. For wide hedge, set two rows, alternating plants 9-12 inches apart in each row.

EMLONG'S SPECIAL LOW PRICES— PRIVET HEDGING

1-Yr. 12-15 Inch
12 for 69c 100 for \$3.35 1000 for \$27.50
2-Yr. 15-18 Inch
12 for 89c 100 for \$4.98 1000 for \$39.50
3-Yr. 2-3 Foot
3 for 49c 12 for \$1.49 100 for \$9.85

**100
PLANTS
\$3³⁵**



A MILE OF MULBERRY FENCE
COSTS ONLY \$105. Lasts a Lifetime!



100-FOOT LIVING PRIVET FENCE
COSTS ONLY \$4.98. It's Economical!

Emblong's Gorgeous Perennial Flowers

BRING NEW CHARM TO YOUR GARDEN

Read descriptions on pages 37 to 43 and back covers

Plan your garden now—not just for this year—but for permanent beauty! If you have only \$1.00 to invest in flowers, spend it for something which will give you pleasure every year. From the many hundreds of perennials, we have chosen carefully the few **REALLY WORTHWHILE, HARDY, DEPENDABLE, EASY-TO-GROW** items listed on these pages. Anyone can grow lovely flowers from these plants without gardening experience. **We guarantee satisfaction!**

NEW HARDY EVERBLOOMING CARNATION "Krimson King"

The flower-lover's dream come true! Krimson King has proven entirely hardy, all over the country, and absolutely Everblooming! **Planted in the Spring**, it blooms the first year, starting in July and continuing until November frosts. Pot them in the Fall for Winter blooming indoors if desired. Plants grow rapidly in any soil. Like sunshine and good drainage.

The flowers are bright, dazzling crimson-red, never fading. Rich, spicy fragrance. You can let all buds develop and have hundreds of 1½ inch flowers in mammoth clusters, or pinch off some buds and have a few extra large show-flowers! Plant them everywhere in the yard, so you can see them from every window, every year. Well-rooted plants, **35c each; 3 for 75c; 10 for \$2.00.**



Above — A single plant showing large flower-clusters.

Left — Single flower, 2/3 actual size.

Green Throated Wonder Lily

From the Philippines

Starts blooming in July and continues until frost! New flower spikes appear rapidly, bearing great numbers of flowers which measure 6-8 inches long. Pure white with transparent green throat. Thrilling fragrance! **Plant early Spring** or late Fall. Large Bulbs: **50c ea; 3 for \$1.00; 6 for \$1.50 PREPAID.**

Ruffled Multicolor Dianthus

Gay little two-color pinwheel flowers, borne in clusters in great profusion. Plants form shapely mound about a foot high. Richly perfumed. Each flower measures an inch in diameter, is finely cut and ruffled at edges. Dozens of different color schemes, include all shades of pink, rose, red, and white. **Plant in Spring.** Bloom every year from June to Sept. Perfectly hardy. Well-rooted plants, **25c ea; 3 for 60c; 12 for \$2.00 PREPAID.**

Red Russian Lily

Bright orange-red flowers measuring 4-5 inches across, borne in gigantic clusters at top of 2½ foot stems. Each bulb produces many flower-stems. Blooms June to September every year. Perfectly hardy. **Plant early Spring** or late Fall. Nothing more brilliant or showy in the lily family! Large bulbs, **50c each; 3 for 75c; 6 for \$1.25 PREPAID.**

New Philippine Wonder Lily
6 Large Bulbs, **PREPAID \$1.50.**

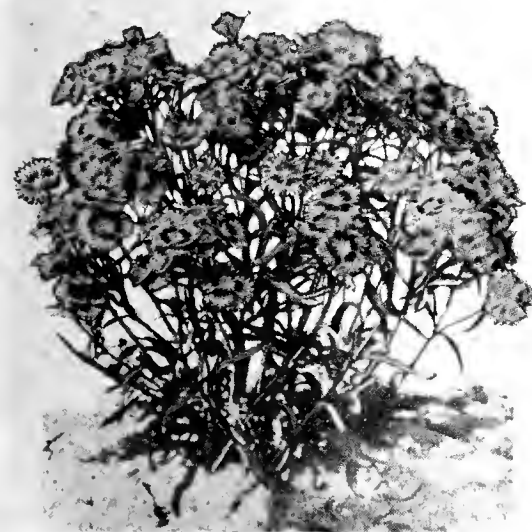
Red Russian Lily — 6 Large
Bulbs **\$1.25 PREPAID**

New "FAIRYPINK"

Rose Cushion Dianthus

A low-growing, solid "cushion" of blue-green foliage, which remains **EVERGREEN** through the Winter. Plant spreads to two feet in diameter as it matures. Curious and dainty little 1½ inch rosy-pink flowers are borne on 6 inch stems, and literally cover the entire plant during May and June. Perfectly hardy. **Plant in Spring.** Well-rooted plants—**50c each; 3 for \$1.00; 8 for \$2.00 PREPAID.**

BLOOMS FOR DECORATION DAY!



Ruffled Multicolor Dianthus. Plants that bloom like this the first year—**12 for \$2.00 PREPAID.**





"English Court Garden" GIANT DELPHINIUM ASSORTMENT

A grand display of all the lovely color combinations and types of Delphiniums grown in the English court gardens! Hardy, thrifty plants that bloom from June to November. Field-grown perennial plants:

**12
PLANTS
PREPAID
\$1.97**

12 BIG PLANTS

5 JAP IRIS 98c

Immense flowers, measuring 5 to 6 inches across! Grow 3-4 feet tall. Gorgeously showy blooms of two-tone colors in fancy patterns. Colors include white & gold; purple & gold; violet & gold; red & white; red & yellow; blue & purple; blue & white. Big plants, sure to bloom. Our selection, assorted colors. **3 for 75c; 5 for 98c; 10 for \$1.89 PREPAID.** (Picture No. 2).

5 DWARF IRIS 98c

Baby Iris plants which grow 8 to 12 inches tall and bloom profusely in early Spring. Very attractive near pools, in the rockery, etc. Foliage stays green until late winter. Choice of GOLD, PURPLE, or WHITE color combinations. State choice. **3 plants 75c; 5 for 98c; 10 for \$1.89 PREPAID.** (Picture No. 3).

EMLONG'S *Delphinium* EVERBLOOMING VARIETIES FROM ENGLAND

From the romantic and historic gardens of England come our choicest show Delphiniums. These new varieties are easy to grow, and profuse in blooming. One of the most satisfactory flowers in the garden. Perfectly hardy, and bloom every year from June to November. Set the plants 12 to 18 inches apart in groups for accent in corners, at entrances, and background planting in the perennial garden. Plant some of each variety and study the charming peculiarities of the flowers. They're intriguing! **See colored picture inside back cover.**

LAMARTINE

Newest and rarest hybrid. Each plant produces 10 to 15 flower stems which grow to a height of 4 to 5 feet. Single florets measure two inches across and are borne thickly along the stem to form massive heads. The flower is a rich, dark Indigo-Blue, slightly frosted with purple velvet. Life-like center "bees" are fuzzy yellow with brown wings. Flowers are long-spurred. You'll adore the brilliant beauty of Lamartine for five months every year! Field-grown perennial plants: **50c each; 3 for 98c; 12 for \$2.95 PREPAID.**

WREXHAM HOLLYHOCK

Wrexham flower-spikes measure 10-12 inches long, borne on 4-5 foot stems. Many stems to each plant. The artistic coloring, subtle shading, and intricate petal arrangements of the flowers carry one into ecstasies! Double florets are arranged so thickly they overlap. Petals glisten with a silvery sheen! Outer row of petals are large, and vary from turquoise blue to dark purple. Inner petals are smaller and range from bright pink to carmine-rose. Center of each floret is accented by an interesting purple and gold "bee". Bloom June to November. Field-grown perennial plants: **50c each; 3 for 98c; 12 for \$2.89 PREPAID.**

BLACKMORE & LANGDON—ENGLISH GIANTS

Flower spikes measure 10 to 15 inches long, and are borne on 4-7 foot stems. Single florets measure two inches across, cluster thickly along the stem, and are slightly ruffled. Colors range from the bright blue of a summer sky to darkest twilight blue, all shaded and blended with tints of rose, and overspread with a velvety silver sheen! Realistic center "bees" are fuzzy yellow and brown with violet patches. Bloom June to November. Extremely showy and pleasing! Field-grown perennial plants: **50c each; 3 for 98c; 12 for \$2.25 PREPAID.**

BELLAMOSA

Rich, clear, deep-blue single flowers arranged to form 6-10 inch flower heads. Many 3-5 foot stems to a plant. Perfectly hardy, profuse bloomer. Produces striking color harmony in mixed bouquets of garden flowers. Field-grown perennial plants: **3 for 75c; 12 for \$1.98.**

BELLADONNA

Light, azure-blue flowers with same habit of growth as Bellamosa. A favorite for basket bouquets. Field-grown perennial plants: **3 for 75c; 12 for \$1.98.**

EMLONG'S FAMOUS *Iris* BARGAINS

Iris plants are highly valued for their leathery, spear-like green foliage, which serves as a border plant after the flowers are gone. Bloom during June and July. Plant them 18-24 inches apart along walks, drives, low foundations, in the garden, everywhere! Plant in April, May, Sept. and Oct.

TALL BEARDED IRIS Your Choice — Fancy Varieties

Newest colors, largest flowers, loveliest color combinations! Here are the 6 best bearded Iris in the world, guaranteed to bloom. 10 plants make a border 18 feet long! (Picture No. 1)

AMBASSADEUR—Enormous, perfectly shaped blooms. Standard petals velvety purple, falls of rich maroon. Most popular Iris. Large plants. **3 for 60c; 10 for \$1.59 PREPAID.**

SHEKINAH—Clear lemon-yellow, deepening to gold at center. Very velvety; and richly fragrant. Large plants. **3 for 60c; 10 for \$1.59 PREPAID.**

LORD OF JUNE—Immense flowers with long stems. Standards delicate lavender-blue, falls rich, dark violet with velvet surface. Handsome and fragrant. Large plants, **3 for 60c; 10 for \$1.59 PREPAID.**

MME. CHABAUT—A show flower of clear, canary-yellow with contrasting shadings and markings of bright scarlet-red. Magnificent! Large plants, **3 for 60c; 10 for \$1.59 PREPAID.**

LEUT. WILLIAMSON—Broad standard petals of soft violet-blue; large falls of Royal purple. A dashing beauty! Large plants, **3 for 60c; 10 for \$1.59 PREPAID.**

MOTHER OF PEARL—Tall and stately flower with thick petals. Pale violet-blue with deeper shadings at center. Exotically fragrant! Large plants, **3 for 60c; 10 for \$1.59 PREPAID.**

**10
FOR
\$1.59**



SPECIAL OFFER:
One Each of the Above 6 Named
Bearded Iris, only 97c Prepaid.

Prize Winning Gladioli

YOUR SELECTION — 16 FAMOUS VARIETIES

All large bulbs that bloom freely this year, bearing tall spikes of the largest, most glamorous Glads you ever saw! Varieties listed elsewhere at much higher prices. Order them all and have flowers from July to September. All have flower-show medals to their credit—you can also take prizes with them in your local garden club. PLANT THE BEST, FOR LIFETIME ENJOYMENT!

NOTICE: PREPAID PRICES ARE QUOTED ON ALL GLADIOLI

TEMPA—Frilly, ruffled pink flowers of large size, clustered thickly to form an immense spike. Choice beauty! 5 bulbs, 39c; 10 bulbs, 49c.

VIOLET BEAUTY—Exquisite blend of violet-blue and cerise. A bouquet favorite. 5 bulbs, 29c; 10 bulbs, 39c.

LUSTRE—Dazzling orange vermilion with sunset reflexes of scarlet. 5 for 39c; 10 for 49c.

ROSE ASH—Deepest rose with a silvery, frosty surface. Grand oddity—much admired. 5 for 39c; 10 for 49c.

BATTLE CREEK—Brilliant violet with purple throat. Blooms late. 5 for 29c; 10 for 39c.

W. H. PHIPPS—Deep, clear shrimp-pink with rose shading. Immense size flower and spike. 5 for 39c; 10 for 49c.

GOLDEN DREAM—Bright, daffodil-yellow. Large flowers. Closely clustered. 5 for 39c; 10 for 49c.

SPLENDORA—Darkest wine-red with blackish velvety surface. Most intriguingly glamorous! 5 for 29c; 10 for 39c.

SCARLET GLORY—Intense vermilion-scarlet flowers. Lower petals deeper. Tall, graceful plant. 5 bulbs, 39c; 10 bulbs, 49c.

AH!—A sunrise splendor of glowing pink, suffused with bright apricot. 5 for 29c; 10 for 39c.

PURPLE SPOT—Immense flower of deep violet-red with dark, showy blotches in throat. 5 for 29c; 10 for 39c.

RED COPPER—Bright salmon-rose, flaked with blue. Lower petals red, with yellow and blue pencil marks. 5 for 29c; 10 for 39c.

ROMANCE—Large orange-salmon with wine-colored and blue shaded border. Red and yellow blotched throat. Thrilling flower! 5 for 29c; 10 for 39c.

DOVE OF PEACE—Tall spikes of pure white with mottled throat and frosted surface. 5 for 29c; 10 for 39c.

AUTUMN QUEEN—Creamy yellow with deeper throat. Blooms extra late. 5 for 29c; 10 for 39c.

RUFFLED ROSE—Large, open flower freely ruffled. Deep rose-pink with salmon glow. 5 for 29c; 10 for 39c.



SCARLET
GLORY

TEMPA

ASSORTED GLAD GARDENS

GUARANTEED TO PLEASE!

Grandest mixture on the market! Some of each of the big flowering, long spike, ruffled, blotched, and plain colors. A complete array of brilliant colors. Bloom this year, early to late. Big bulbs, not labeled.

ALL PREPAID. 25 bulbs, 79c; 50 bulbs, \$1.39; 100 bulbs, \$2.39.

25
BULBS
79c

SPECIAL — GLADIOLUS "MONEY - SAVERS"

5 BULBS EACH OF ANY 5 VARIETIES LISTED ABOVE—25 bulbs in all, for \$1.19

5 BULBS EACH OF ANY 10 VARIETIES LISTED ABOVE—50 bulbs in all, for \$1.98



10 Mammoth Hibiscus \$1.49

MAKE A 30-FOOT HEDGE

Bright crimson-red flowers, measuring 4 to 5 inches across, cover the shrub-like plants from July to September. Magnificently showy! Lovely shaped leaves. Perennial plant, grows 3-4 feet tall with an equal spread. Plant 3 feet apart in groups of 3 or in hedges. Field-grown plants: 25c each; 3 for 59c; PREPAID.

New — MOUNTAINS OF FLOWERS!

HARDY DWARF BORDER ASTERS

Plants grow 12 inches tall and are a solid mound of 1½ inch flowers in September and October when other flowers are scarce. Set plants 12-18 inches apart for mass effect, in clumps or borders. A plant that will bring you great joy! VARIETIES—Victor, Early Lavender; Marjorie, Mid-September Rose-pink; Nancy, Late September Pale-pink. Perennial plants: 50c each; 3 for 98c; 10 for \$2.49; PREPAID.



The
Latest Rage!
A SILVER
HEDGE

A 25 FOOT HEDGE
10 PLANTS \$1.49

There's nothing as striking as the perennial Silver-King — no matter how you use it! The silvery-white foliage remains fresh and clean all Summer and Fall. Branches can be dried for winter use. Combines gracefully with all flowers as a bouquet filler. Plants set 2-2½ ft. apart make a dense hedge 2½ ft. tall. Must be grown to be fully appreciated! Perennial plants—25c each; 3 for 59c; 10 for \$1.49; PREPAID.

12 BIG PHLOX \$1⁷⁵ PREPAID

MAGNIFICENT SWEET-SCENTED VARIETIES

Transplanted, Field-grown, Hardy Stock—Blooms This Year



"Early Pink Giant"

Graceful new creation which **flowers 30 days earlier than all other phlox**. Starts in June and lasts until October. Gigantic flower spikes, with clear mauve-pink florets compactly arranged. **The only everblooming Phlox in existence.** Don't be without it! **PRICE 50¢ EA.; 3 FOR \$1.25 PREPAID.**

EXTRA SPECIAL!

One each EARLY PINK GIANT, MORNING RED, BLUE VIOLET, MISS EVELYN, and your choice of any 4 phlox described at the right — 8 splendid plants in all **PREPAID FOR \$1.85.**

\$1⁸⁵

Here are the most showy and dependable Phlox in the World! Picked from a test plot of 90 BEST old and new varieties, these were found to GROW FASTEST, BLOOM MOST, and have the LARGEST AND PRETTIEST FLOWERS. Many plants have 3 to 8 flower heads at one time, within three months after planting. Flower panicles are 4-8 inches across each way. Bloom from July till October frosts. Emlong's Phlox are AS SWEETLY SCENTED AS ROSES!

Plant Phlox only in the SPRING. Set plants 1-2 feet apart in sunny location and water during blooming period. One planting lasts many years. Plant all of these top-notchers and make your garden the show-ground of the neighborhood! **Your choice of the following 12 varieties, at \$1.75 per dozen PREPAID.**

SPECIAL FRENCH — Delicate, most pleasing blush pink with salmon eye. Largest florets and panicles of any phlox in existence.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

ECLAREUR — Solid, formal heads, of bright rosy-magenta. Richly perfumed.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

CHAMPS ELYSEE — Immense spreading heads, of brilliant French purple. A treasure!

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

MRS. JENKINS — Pure, glistening white. Large, solid heads, sweetly scented.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

MRS. STRUTHERS — Glowing orange-red with dark eye. The only good orange phlox.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

WIDAR — Very striking. Compact heads of deep violet, with large white eye. Blooms most freely.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

BEACON — Gleaming, clear, cherry-red with maroon eye. Large, solid heads.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

BRIDESMAID — Immense heads of pure white with carmine-red eye. Very showy.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

FIREBRAND — Clearest and most dazzling Red of all Phlox. Exceptionally large flowers.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

MRS. CHAS. DORR — Solid heads of clear lavender. Stately as a queen.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

RHINLANDER — Brilliant, clear salmon with orange-red eye. Enormous florets and panicles.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

RYNSTROM — Deep, solid pink without any markings. Wide florets, solidly arranged on gigantic heads.

PRICE 25¢ EACH; 3 FOR 60¢ PREPAID.

(NOTE—Silver King helps to make stunning Phlox bouquets. See page 39)

Get these 4 Prize-Winning Phlox for 1936 Prepaid for \$1.35

1 PINK GIANT, 1 MORNING RED, 1 BLUE VIOLET, 1 EVELYN — All Prepaid for \$1.35

If you want to win the prizes in your local flower show this year, plant these adorable new beauties! Newest and best in the World. Every one exotically fragrant and radiantly colorful. Your garden needs them! Order early to be sure to get yours this year!

—SEE PICTURES INSIDE BACK COVER OF THIS CATALOG—

"Morning Red"

Rightly called Morning Red (Morgenrood), because it reflects the radiant wine-red color of the morning sky, overspread with a bright orange luster. Mammoth flower heads, composed of compactly arranged large florets. Very dependable, and strikingly unusual in every respect. Entirely new!

PRICE 50¢ EACH; 3 FOR \$1.25 PREPAID.

(Picture inside back cover)

"Blue Violet"

A most extraordinary new creation. Color is an even mauve-blue, the truest blue ever found in a Phlox. Resembles a wild violet. A strong grower, freely producing its immense flower heads. Petals measure two inches across, and are compactly arranged. Acclaimed the most unusual phlox ever created! You must have it!

PRICE 50¢ EACH; 3 FOR \$1.25 PREPAID.

(Picture inside back cover)

"Miss Evelyn"

Dazzling new phlox with salmon-rose petals, delightfully splashed and blended with tones of scarlet. Portrays the vivid after-glow of the sun sinking beyond the horizon at evening! Panicles are large and full, lavishly produced. Make gorgeous bouquets. Nothing more brilliant in the flower world!

PRICE 50¢ EACH; 3 FOR \$1.25 PREPAID.

(Picture inside back cover)

12 CHRYSANTHEMUMS \$1⁷⁵ PREPAID

YOUR CHOICE OF 16 VARIETIES!

Field-grown transplants — Bloom this year

Of all the flowers in the garden, none are so appreciated as HARDY Chrysanthemums! They say "hello" when other flowers say "goodbye". From many varieties we have chosen these 16 for you, because we want you to HAVE THE BEST. They offer thrifty growth, clear, bright colors; great wealth of bloom over a long period of time. Perfectly hardy, grow anywhere. Set plants 1½—2 feet apart. PLANT IN SPRING. Order them all—make your garden a fairyland of beauty through OCTOBER AND NOVEMBER every year . . . Any of the 16 varieties named below at \$1.75 per dozen Prepaid.

LARGE FLOWERING TYPE

Produces large, fluffy flowers with feathery petals. Blooms measure 2 to 4 inches across. PRICE OF SINGLE PLANTS: 25c EACH; 3 FOR 60c PREPAID.

CRIMSON BEAUTY—Deep, velvety maroon.

GOLDEN QUEEN—Bright, golden-yellow.

INDIA—Large, coppery-red and yellow.

OLD HOMESTEAD—Gorgeous, bright pink.

SNOWCLAD—Pure white, very large.

AUTUMN GLOW—Radiant, rosy-red.

POMPOM FLOWERING TYPE

Petals thickly set and arranged to form perfect pompoms. Measure 1½-2 inches across. Borne in large loose clusters. PRICE: 25c PER PLANT; 3 PLANTS FOR 60c PREPAID.

POMPOM FLOWERING TYPE (Continued)

LUCIFER—Dazzling blood-red.

QUINELA—Bright, golden-yellow.

MARIE—Bright, glowing pink.

OURAY—Rich, mahogany-brown. Very rare.

VICTORIA—Pure white. Largest pompom.

BUTTON FLOWERING TYPE

Immense clusters of very double, button-like flowers measuring an inch in diameter. Each cluster makes a bouquet! PRICE: 25c PER PLANT; 3 PLANTS FOR 60c PREPAID.

BESSIE BROWN—Deep, reddish-bronze.

FIELDS OF SNOW—Pure white, yellow center.

PINK BUTTON—Soft, glowing pink.

RED BUTTON—Brilliant cardinal-red.

SKIBO—New, Golden-yellow with red center.

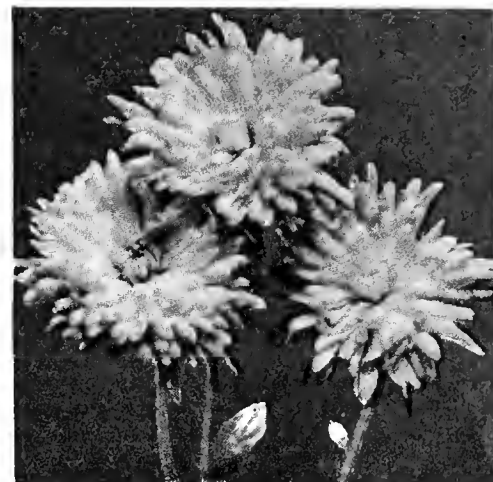
(NOTE—Get some Silver King to mix with Mum bouquets. See page 39)

Magicmum

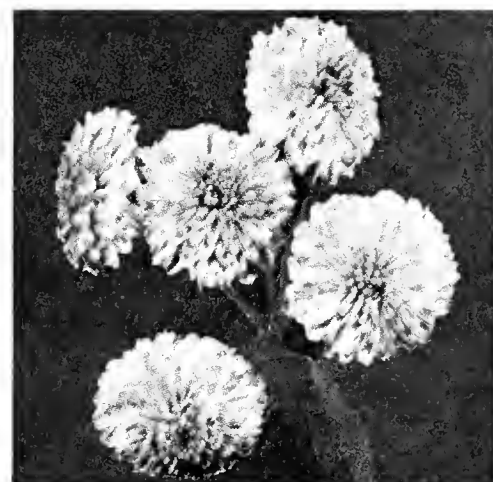
Sensational new hardy perennial Chrysanthemum. Blooms the first year, from August until Winter. One planting lasts many years, and increases in beauty. Dainty rose-like buds open to soft pink flowers which measure about two inches across. Hundreds of blooms on each plant, forming a solid mound of color fully 20 inches in diameter. Plant is perfectly hardy and thrives on all soils. Plant Magicmums freely to brighten your yard during dull Fall months. Strong perennial plants: 35¢ each: 4 for \$1.00 PREPAID.



MAGICMUM—Every plant a solid bed of flowers.



CRIMSON BEAUTY—Large Fl. Mum.



MARIE—Pompom Flowering Mum.



NEW ALADDIN—Bronze Mum

New! Aladdin Mum

The new bronze chrysanthemum which is creating a sensation among flower lovers. Bears large fluffy flowers in clusters, each flower measuring 4 inches across. Bright reddish-bronze flowers with interesting reflexes, borne on strong stems. Perfectly hardy. A rapid grower. Blooms from September until Winter. Lights up the entire garden with its beauty! PRICE: Strong perennial plants, 25c each, 3 for 69c, 10 for \$1.95 PREPAID.

Emlong's Magnificent Peonies

SELECTED VARIETIES—GUARANTEED TO PLEASE

A peony planting provides a lifetime of enjoyment. That's why it's important to **KNOW WHAT YOU ARE PLANTING** when you invest in peony roots. Rather than confuse you with a long list of ordinary peonies, we have selected just the 5 most dependable, easy-to-grow, large, full-flowering kinds.

All heavy 3-5 eye divisions. Peonies can be planted successfully during March, April and early May. In the Fall during September, October and November. Set the plants 2½ to 3 feet apart in clumps, or borders. Cover the eyes with two inches of soil. **Do not** plant too deep! If you have only \$1.00 for peonies—**buy the best**—don't look for cheap nursery culls, which bring only disappointment.

Prices—Any one plant 50c; any 5, \$1.98; any 10, \$3.79

MONSIEU JULES ELIE—Silvery lilac-pink, shading to deep rose in center. Richly perfumed. An **early** bloomer of immense size. Picture upper left.

FELIX CROUSSE—Enormous size, very double. Bright, dazzling red. Strong grower, finest **late** red!

AVALANCHE—Large, full-double, pure white of perfect form. Finely flaked with crimson. Very fragrant. **Midseason**.

PRESIDENT TAFT—**Early**, semi-rose flowering, Hydrangea-pink center, lower petals splashed with scarlet. Enormous, very double bloom, of extra fine substance. Field scene at left.

LORD KITCHENER—**Earliest** of all peonies! Vivid red, full double flowers of rare quality.



Dahlias
Choicest Named Varieties
YOUR SELECTION
All labelled and prepaid.

35c Each; any 3 for 98c; any 10 for \$2.49

AMUN RA—Mammoth blooms of copper and orange, shading to amber. Fancy decorative type.

MAUD ADAMS—Most floriferous of all dahlias. Snow white large show type. Silvery, frosted surface.

MRS. C. ANDERSON—Rich velvety purple show type. Enormous flowers of exquisitely perfect form. Pictured at upper right.

OREGON BEAUTY—Immense, scarlet-red, fancy peony-type. **MRS. I. DE VER WARNER**—Charming mauve-pink with orchid reflexes. Extremely large, beautiful decorative type. Pictured at lower right.

BASHFUL GIANT—One of the largest dahlias on record! Rich apricot color, suffused with gold. A prize beauty!

SNOWDRIFT—Large, pure-white. Fancy decorative type.

YELLOW DUKE—Finest, largest, pure golden-yellow. Decorative.

(NOTE: Plant dahlia tubers 6 inches deep, laid flat with eye up. Plant after all danger of frost is over. Cultivate frequently.)

Mrs. C.
Anderson



Mrs. I. De Ver Warner

**YOUR CHOICE
5 FOR
\$1.98
PREPAID**

Great Values!

**PERENNIAL
FLOWERS**



5 ROCK PLANTS 69c

Each One Different—All Labelled

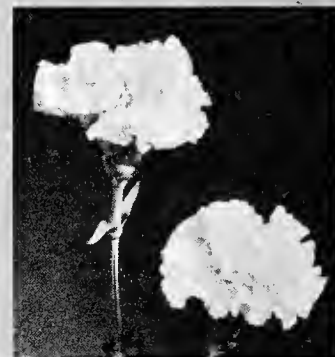
We select varieties to give you a rainbow of color from Spring until Winter. All field-grown, two-year plants. **A Super-value, guaranteed to please the most critical flower lover! POSTPAID:**

**5 PLANTS FOR 69c
10 PLANTS FOR \$1.19**

4 CARNATIONS 89c

1 RED, 1 YELLOW, 1 PINK, 1 WHITE

All big 2-yr field - grown clumps, sure to bloom this year from June until frost. Choice of colors if desired. **4 for 89c PREPAID.**



4 Double Peony HOLLYHOCKS 89c

**1 Maroon, 1 Yellow, 1 Pink,
1 Red**

All big 2-yr. field - grown plants sure to bloom this year. Large, peony-shaped double flowers. Choice of colors, if desired. **4 for 89c. PREPAID.**



New Perennials

PICTURED INSIDE BACK
COVER THIS CATALOG

Giant California COLUMBINE

Exceedingly large, long-spurred flowers borne on 12-18 inch stems, making them gorgeous for bouquets. Centers are bright yellow and outer "wings" are glowing cardinal-red. Hardy, perennial hybrids that bloom nearly all Summer. Order today, supply is limited. 2-Year field-grown plants; 3 for 89c; 12 for \$2.49 PREPAID.

6 Columbines 98c

ONE New Calif. Hybrid and 5 choice Mrs. Scott Elliott Hybrids. Large, long-spurred, two-color flowers with combinations of rose-pink; purple-white; red-yellow; orange-yellow; blue-gold. Assorted colors only. Big 2-Year perennial plants. A \$1.30 value for 98c. Guaranteed to please! PREPAID.

New Decoration Day DAISIES

New giant daisy which blooms in May—fully 2 months ahead of other varieties, when flowers are scarce. Large white petals, yellow-cushion centers. Very hardy. Valuable for cemetery planting and general decorative purposes. Big, 2-Year field-grown perennial plants; 3 for 98c; 10 for \$2.49 PREPAID.

3 TRITOMAS 69c

TORCH LIGHT TRITOMA—Bears great numbers of 5-6 inch flower-heads of bright yellow with rosy-orange "caps". Grows 3 feet tall. Extra hardy and easy to grow. A showy novelty! Big 2-Year plants, PREPAID; 3 for 69c; 10 for \$1.89.

PFTZER'S ORANGE-SCARLET TRITOMA—Produces as many as 50 flowers on one plant. Light up the entire yard with their mammoth blooms. A giant. Big 2-Year field-grown plants, hardy everywhere; PREPAID; 3 for 69c; 10 for \$1.59.

3 Gaillardias 89c

1 Sun God—2 Dazzler

NEW SUN GOD GAILLARDIA—A shining new Gaillardia with extra-large gold cushion-centers and drooping bright yellow petals. Flowers measure 3 inches across. Blooms all Summer and Fall. A worthwhile novelty! Perennial plants; PREPAID; 50c each; 3 for \$1.25.

NEW DAZZLER GAILLARDIA—Bright orange petals shading to scarlet toward center. Large maroon-colored center-cushion. Flowers measure 3 inches across. Extra hardy. Blooms all Summer and Fall. Perennial plants, PREPAID. 3 for 69c; 10 for \$1.89.

SUNSHINE COLLECTION

1 Torch Light, 1 Sun God, 1 Dazzler, 1 Pfitzer, 4 plants, PREPAID, 98c

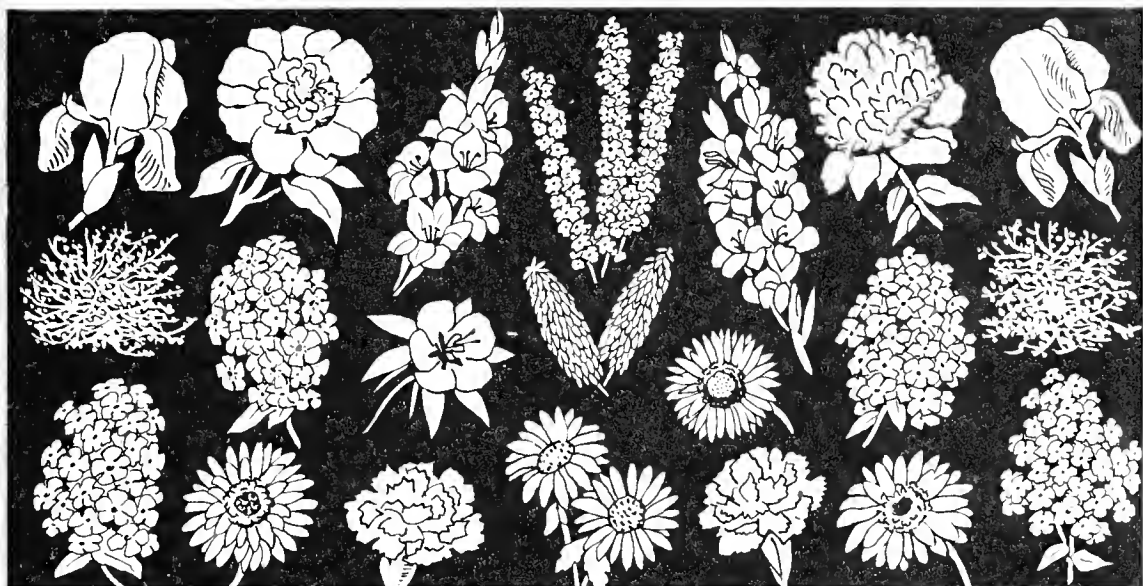
Introducing Emlong's

New "REDY-TO-BLOOM" Planned Perennial Flower Gardens

Composed of easy to grow, big two-year field-grown perennial flower plants. All bloom this year and every year. Varieties selected to bloom from May to November.

It's just like having our Landscape Expert plan your garden personally—only this service costs you nothing! Every plant is a carefully selected specimen. Specially priced in these groups to introduce our fine perennials to our friends.

Emlong's "Redy-to-Bloom" Gardens Are Guaranteed to Please!



This is a "vest-pocket" plan of Garden A, showing the different kinds of flowers that can be grown in this small plot. Your garden would have thousands of blooms each year. You only have to plant it ONCE for a lifetime of enjoyment!

EMLONG'S "REDY-TO-BLOOM" PERENNIAL GARDEN "A"

- 34 PLANTS
- ALL LABELLED
- 12 KINDS
- 20 to 25 VARIETIES
- Planting plan sent free with each garden
- All big 2-Year plants.
- Sets a plot 10x3 feet or 30 square feet.

LIST OF PLANTS INCLUDED:

2 Peonies; 2 Tall Bearded Iris; 3 Delphiniums; 2 Silver King; 4 Large Phlox; 12 Gladiolus Bulbs; 2 Tritoma; 2 Chrysanthemums; 2 Krimson King Carnations; 1 New Daisy; 1 Columbine; 1 Gaillardia.

EMLONG'S "REDY-TO-BLOOM" PERENNIAL GARDEN "B"

- 70 PLANTS
- 16 KINDS
- 36 to 40 VARIETIES
- ALL LABELLED
- Sets a plot 20x5; or 10x10; or 15x13 Feet.
- Three different planting plans sent free with each garden.
- All big 2-Year plants.

LIST OF PLANTS INCLUDED:

3 Delphiniums (Assorted); 4 Tall Bearded Iris (all different); 3 Red Hibiscus; 3 Double Hollyhocks (all different); 2 Silver King; 12 Gladiolus, assorted; 2 Peonies (different); 6 Large Phlox (all different); 3 Red Lillies; 6 Chrysanthemums (all different); 3 Tritomas; 3 Daisies; 3 Green-Throated Lillies; 5 Columbines, assorted; 7 Carnations, assorted; 5 Sweet William, assorted.

EMLONG'S "REDY-TO-BLOOM" PERENNIAL GARDEN "C"

- 25 PLANTS
- 11 KINDS
- 16 to 20 VARIETIES
- ALL LABELLED
- Sets a border 10x1½ or 2 feet.
- Planting plan sent free.
- All big 2-Year field-grown plants.

LIST OF PLANTS INCLUDED:

2 Delphiniums; 2 Tall Bearded Iris; 2 Large Phlox; 1 Large Peony; 1 Silver King; 1 Daisy; 1 Chrysanthemum; 1 Carnation; 1 Sweet William; 1 Tritoma; 12 Gladiolus Bulbs, assorted. (Delphinium, Iris, Phlox all different varieties.)



GARDEN A
\$389

Plants a
border 10x3 ft.
or 30 sq. ft.

GARDEN B
\$886

Plants a
garden 20x5 ft.
or 100 sq. ft.

GARDEN C
\$298

Makes a
border 10x1½
or 2 Feet.

10 NEW EVERBLOOMING BABY ROSES \$3

YOUR CHOICE — Most Glorious Colors in the World!

- Bloom this Year and Every Year from June until November.
- Hundreds of Flowers on Each Plant, Borne in Clusters.



- Hardy Everywhere. Easy to Grow.
- Flowers Are Daintily Fragrant.
- Make Lovely Bouquets All Summer.
- Set plants 1-1½ feet apart. Plant in Spring, in beds, borders or groups. Plants grow 12-18 inches tall. Can be taken up and potted in Fall for indoor blooming during Winter.

PRICES—ANY VARIETY 49¢ each; 3 for \$1.19; 10 for \$3.00; 20 for \$4.95.

CAMEO—20 PLANTS—make a 10 foot bed or 30 foot border—PRICE \$4.95.

CAMEO—A Jewel of a Rose! Outer petals salmon, shading to shell-pink at center, overlaid with gold. Topped with gold stamens. Large sprays in continuous succession. Newest and rarest of the babies!

SPARKLER—Blazing red flowers, borne in gigantic clusters. Shapely plant, always in bloom.

GLORIA MUNDI—Favorite of 1935! Large, double, glowing orange-red flowers. Very lasting.

GOLDEN SALMON SUPERIOR—Double, bright-salmon blooms which keep their color. Highly prized!

RED ECHO—Large, deep velvety-red flowers in loose clusters. Continuous bloomer.

- Strong, 2 Year, Field-Grown Bushes.
- Finest Varieties Ever Offered!



SPARKLER—10 PLANTS—make a 6 foot bed or 15 foot border—PRICE \$3.00.

VERDUN—Brilliant cardinal-red flowers in immense clusters. Newest Red. Never out of bloom.

CHATILLON ROSE—Bright pink, with touches of salmon-orange. Large, semi-double.

EDITH CAVELLE—Scarlet flowers, with maroon markings and light circle around center.

BRILLIANT ECHO—Large flowers of deep rose-pink, never fade. One of the best.

YVONNE RABIER—Very double, creamy-white blooms. Excellent for cutting.

6 NEW HARDY CLIMBING ROSES \$2

YOUR CHOICE — GRAND NEW COLOR COMBINATIONS

All Big 2-Year, Field-Grown Bushes.

Unusually Charming Varieties.

Most Profuse-Blooming Sorts.

Excellent for Cut Flowers.

Perfectly Hardy Everywhere.

All Vigorous Growers.

JACOTTE. Brand new! Large, semi-double flowers, 3 inches across, of orange-yellow, tinted coppery-red. Most gorgeous climber!

LE REVE. Large, semi-double flowers of bright yellow. Buds are golden-orange.

HIAWATHA. SINGLE FLOWERS in Immense clusters. Bright carmine-red with white center.

SCORCHER. Scorching-red, semi-double flowers, 3 inches across, with large tuft of orange stamens. An Australian wonder-rose!



AMERICAN PILLAR ROSE.
Price: 49c each, 3 for \$1.19.



JACOTTE, new orange-red climber. 49c each; 3 for \$1.19.

PRICE
Any Variety
49c each;
3 for \$1.19;
6 for \$2.00

Exotically Fragrant Flowers.

Fill Many Planting Problems.

Set bushes in Spring, about 5 feet apart. Train plants on arches, trellises, pillars, fences — everywhere to make your yard gay with color!

PAUL'S SCARLET CLIMBER. Intensely scarlet flowers, very double, measure about two inches across. Borne in loose clusters. One plant known to bear 160 flowers in its third year!

ALBERTINE. Vermilion-red buds open to coppery-yellow flowers, shaded with rose. Large flower.

AMERICAN PILLAR. Large, single flowers of glowing crimson-pink with large white centers. Decorative tufts of yellow stamens. Marvelous for bouquet baskets!



12 EVERBLOOMING \$1.89 HYBRID TEA ROSES.

Your Choice — Complete Range of Colors

- All Everblooming—Free Blooming.
- Guaranteed to Grow.
- Bear Large, Full Size Flowers.
- Florists Fancy, Long-Stemmed Hybrid Tea Cutting Varieties.
- Can be planted from April 15th to September 1st. Should not be planted as early as dormant bushes. Bloom this year.
- 12 Varieties to Choose From.
- One-Year, Own-Root, Pot-Grown Plants.
- Plant Them Right Out in the Garden.

PREPAID PRICES—YOUR CHOICE OF VARIETIES 3 for 75c; 6 for \$1.25; 12 for \$1.89

New "LA DREAM" Rose

Every precious bloom borne on a long, straight stem! Ideal for cutting! Charmingly shaped flowers with glowing pink outer and deep apricot inner petals. Same price as others—while they last.

CLIMBING ROSES

- Your Choice of 6 Hardy Varieties.
- One-Year, Own-Root, Pot-Grown Plants.

PRICES—3 FOR 75¢; 6 FOR \$1.25

PAUL'S SCARLET CLIMBER. Bright scarlet-red.
CLIMBING AMERICAN BEAUTY. Large rose-pink.
SHOWERS OF GOLD. Bright yellow. Free bloomer.
CLIMBING PINK RADIANCE. Large two-tone pink.
SILVER MOON. Mammoth pure-white, with many yellow stamens to decorate the center.
VIOLET BLUE. Clusters of violet-blue flowers.

TALISMAN—Bright gold with red splashes.

PINK RADIANCE—Large, globular. Two shades of pink delightfully blended. Always in bloom.

PRESIDENT HOOVER—Gorgeous blend of pink, salmon, yellow and apricot. Free bloomer.

RED RADIANCE—Solid, carmine-red, never fading. Large globe-shaped flower. Blooms continuously from June till November.

LADY HILLINGDON—Clear yellow, overlaid with apricot and rose shadings.

New LA DREAM—Description under picture.

E. G. HILL—Dark, velvety red. Very fragrant.

VICTORIA—Shapely, pure-white. Lovely scent.

GRUS AN TEPLITZ—Bright red, with dark velvet surface. More flowers than any other rose!

SUNBURST—Gorgeous blend of yellow and gold.

MRS. CHAS. BELL—Delicate salmon-pink with yellow shadings at hinges.

BRIARCLIFF—Large, full-petalled clear pink.



ALPINE MIDGET ROSE (Rosa Roulettei)

IT'S EVERBLOOMING! Buds the size of a grain of wheat. Rosy-pink flowers only an inch across but very double and perfectly shaped. Extremely hardy, healthy plants, grow 6-8 inches tall. Can be potted, or grown anywhere in the garden.
PREPAID PRICE: 39c each; 3 for \$1.00; 10 for \$2.95.

VANGUARD—Large, double, orange-salmon flowers, borne on strong stems. Lovely for cutting. Very showy.

F. J. GROOTENDORST—Bright, cardinal-red 1½ inch flowers, daintily fringed, borne in huge clusters. Blooms all Summer. Beautiful dark-green, glossy foliage.

PINK GROOTENDORST—Bright, clear pink flowers with same habit of growth as F. J. Grootendorst. Everblooming.

10 RUGOSA HEDGE ROSES Make a Hedge 30ft. Long \$3.50

PRICES—Your Choice—50¢ each; 3 for \$1.25; 10 for \$3.50

- Your Choice of Six Snappy Varieties—Including three new ones.
- All 2-Year, Well-Rooted, Field-Grown Bushes.
- Hardest Roses in Existence.
- Foliage Always Healthy—Colors Gayly in Fall.
- Bright Scarlet Fruits Remain All Winter.
- Bloom this Year, and Every Year, 4 to 6 Weeks.
- Excellent for lawn specimen, grouping, hedging.

AGNES—Large, sweetly-scented, coppery-yellow, semi-double, flowers. Very free, early bloomer.

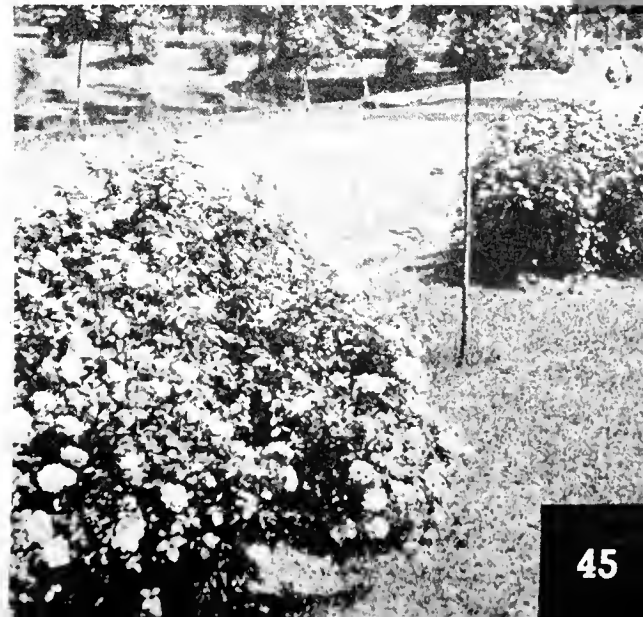
BLANC DOUBLE de COUBERT—Large, double, snowy-white flowers, produced freely all Summer and Fall.

DR. ECKNER, New—Large, semi-double, very fragrant flowers. Glowing pink, suffused with orange and coppery-rose. Extremely attractive! Picture at right.



Above—F. J. GROOTENDORST shrub rose.

Below—DR. ECKNER, new shrub rose.



Emlong's EVERBLOOMING ROSES

Guaranteed to Grow

From hundreds of varieties of roses, we have selected the twenty which we find most pleasing to everyone who sees them. These roses are all free-blooming. They produce large, full-sized flowers of perfect form and fragrance. ALL EVER-BLOOMING Hybrid Tea varieties. STRONG, SELECTED TWO-YEAR, FIELD-GROWN, BUDDED BUSHES, GUARANTEED TO GROW. Plant roses 2½ feet apart in fertile, well-drained soil where they will have plenty of sunlight. Early Spring planting is advised. Complete planting directions sent free with each order.

GROUP No. 1

Nature's Artistic Roses

Every bloom carefully and artistically painted with the magic brush of nature, to produce thrilling color effects. Here are SEVEN DIFFERENT VARIETIES, that will give you a thrill every time a new flower opens, from June to winter EVERY YEAR!

YOUR CHOICE — 12 Bushes for \$4.89

- **Mev. G. A. Van Rossem** (No. 6)—Glowing apricot-orange buds, with reverse of petals bronze. Very popular. 69c each; 3 for \$1.69.
- **Ophelia** (No. 1)—Creamy white, tinted with salmon pink with yellow folds. Prolific bloomer. Very fragrant. 59c each; 3 for \$1.49.
- **Edith Nellie Perkins**—Large, very double flower. Inside of petals shrimp-pink, outside plated with red and orange. This variety is being sold under another name by other firms for \$1.50 each. (Picture on front cover.) Big two-year bushes; 69c each; 3 for \$1.69.
- **Talisman** (No. 9)—Red buds, opening to exquisitely shaped blooms of rich yellow splashed with scarlet-red. 59c each; 3 for \$1.49.
- **Mme. Edw. Herriot** (No. 4)—Rich coral buds, open to very fluffy blooms of coral and orange-red. Lovely combination. 59c each; 3 for \$1.49.
- **President Hoover** (No. 7)—Broad, thick petals of cerise-pink, sunset reflexes of scarlet and yellow. Richly perfumed. Never out of bloom. 59c each; 3 for \$1.49.
- **Rev. F. P. Roberts** (No. 8)—Long, copper-red buds. Golden petals stained with brilliant red outside. Continuous bloomer! 59c each; 3 for \$1.49.

"Artistic"
Rose Garden
7 varieties
described
below. All
2-Yr. bushes

\$2.89

Long-Stem Bouquet Roses

If you have a hobby for growing choice, shapely roses like the florists sell, here are the varieties you'll enjoy most. Every one a charming beauty, with its own distinctly lovely habits of growth and formation! A very interesting group of roses!

YOUR CHOICE — 12 Bushes for \$4.85

- **Padre**—New! Bronze-scarlet, with bright gold at the base of each petal. Sold at a higher price under another name, by other firms. Picture on front cover. 69c each; 3 for \$1.69.
- **Sensation**—Large, pointed buds, opening to immense flowers of deep crimson-maroon with velvety surface. Always in bloom! Picture on front cover.. 59c each; 3 for \$1.49.
- **Dame Edith Helen** (No. 2)—Large, many-petalled, shapely blooms of bright pink. Sweetly scented. Blooms early to late. 59c each; 3 for \$1.49.
- **Joanna Hill** (No. 5)—Long buds, large flowers. Creamy-yellow with rosy petal-hinges. Extra long stems. 59c each; 3 for \$1.49.
- **Betty Uprichard** (No. 12)—Copper-red buds. Bright salmon flowers, with orange-carmine plated outer surface to petals. Spicy perfume. Always in bloom. 59c each; 3 for \$1.49.
- **Souv. De. Georges Pernet** (No. 17)—Brick-red buds, open to orange-pink blooms of great size. Exotically fragrant. 59c each; 3 for \$1.49.
- **Cuba** (No. 3)—New! Immense, deeply cupped blooms of flaming orange-vermilion. A dazzling new beauty. 69c each; 3 for \$1.69.

"Bouquet
Roses"
7 varieties
described
below. All
2-Year
bushes

\$2.79

Emlong's

EVERBLOOMING ROSES

Satisfaction Guaranteed

BUY GOOD ROSES! It doesn't pay to plant cheap roses, for they bring only disappointment. Three big, healthy, free-blooming plants like the one shown at the right will bring you more pleasure and satisfaction than a dozen nursery "culls" bought at a bargain price. Add a few really good roses to your collection each year. Plant for a lifetime of enjoyment! Our Roses are all TWO-YEAR, FIELD-GROWN, BUDDED specimen plants, guaranteed to grow.

"Rough-n-Ready" Rose Garden
7 Varieties described below.
All 2-Year Bushes

\$2⁶⁹

Rough-n-Ready Roses

Some folks have a hard time growing roses. That's because they don't grow the right kinds. Here are six varieties which stand poor soil, poor drainage, poor air circulation, and severe Winters exceptionally well. They are strong-growers, always in bloom from June until November frosts. All 2-Year field-grown, budded plants!

PRICE: Your Choice, 12 for \$4.79

- **WILLOWMERE**—No. 16—A continuous bloomer, with large buds and blooms of richest pink, plated with a yellow glow. A favorite with everyone. **59c each; 3 for \$1.49.**
- **GOLDEN DAWN**—No. 13—Large, pointed buds of brightest yellow. Flower is very full and well shaped. New. **69c each; 3 for \$1.69.**
- **RED RADIANCE**—No. 15—Big globular flowers of deep rose-red, with thick petals. Borne on long stems. Always in bloom, a strong grower of healthy habits. **59c each; 3 for \$1.49.**
- **FRAU KARL DRUSCHKI**—No. 14—Pink buds open to magnificent snow-white flowers with deep, thick, rolled petals. A Hybrid Perpetual, but blooms several times each summer with the most perfect flowers of any white rose. **59c each; 3 for \$1.49.**
- **MARGARET MCGREDY**—No. 11—Dazzling orange-vermilion ovid buds, which open to large, double flowers. Very popular! **69c each; 3 for \$1.69.**
- **PINK RADIANCE**—No. 10—Light silvery-pink inside of petals, deep carmine-pink outside of petals. A globular type, with large, rolled petals. Very fragrant. Strong grower, very hardy and healthy. **59c each; 3 for \$1.49.**

SPECIAL PRICES LARGE ROSE GARDENS

25 Bushes

Your choice of 5 plants each of any 5 varieties described on pages 46 and 47. **Free—one copy of the \$1.50 Rose book described below.** All for

\$8⁹⁸

50 Bushes

Your choice of 5 plants each of any 10 varieties described on pages 46 and 47. **Also a free copy of the Rose book described below.** All for

\$15⁴⁹

100 Bushes

Your choice of 5 plants or more of each variety, to make up the 100 lot. Varieties on pages 46 and 47. **Also a free copy of the \$1.50 Rose book described below.** All for

\$25⁷⁹

NOTICE: In selecting the 50 or 100 plant rose-gardens, you may leave out 5 or more Everblooming roses, and include an equal number of the Rugosa Hedge Roses listed on page 45, or Climbers or Baby Ramblers found on page 44, IF YOU WISH.



\$1⁵⁰

per copy
Prepaid

Get This Valuable Book!

Tells all about preparing the Rose Garden, setting bushes, pruning, fertilizing, etc. Written in plain language, easy to understand. Should be in every garden-lover's home. **PRICE \$1.50 per copy prepaid.** Given free with the three large rose gardens described above!



17



9



10



11



12



13



14



16



15

47

A CHINESE ELM 3-Purpose Plant



- **EXTREMELY HARDY**—No matter how far north you live, here is a plant that won't winter-kill!
- **RAPID GROWER**—Surpasses all other plants of like nature, in sturdy, rapid growth.
- **THRIVES ON POOR SOILS**—If you have failed with other shade trees and hedges, plant Chinese Elm. Requires no coaxing or fertilizing.
- **DENSE FOLIAGE**—Trees offer bountiful shade. Hedges are so dense that no animal can crawl through them.
- **GROWS IN SHADE**—Succeeds under trees and between buildings where other plants perish for want of sunlight.
- **ARTISTIC FOLIAGE**—Dark, glossy-green leaves, borne on slender branchlets which droop gracefully on the unclipped forms.
- **IMMUNE FROM DISEASE**—Not subject to diseases or pests found in other varieties of Elm.

FRIENDLY LIVING FENCES

CLIPPED HEDGES, of any height or shape are quickly developed with Chinese Elm. Easily pruned at any time of the year. Plant along walks, drives, lot lines, roadside, etc. Makes a beautiful living fence which will give you a lifetime of service and satisfac-

tion. Set plants 9-12 inches apart for single hedge. Alternate them 9-12 inches apart in two rows for an extra wide hedge. Use 12-18 or 18-24 inch plants for hedging. Cut back tops to 6 inches after setting, to cause plants to branch thickly from the bottom.

SHADE TREES—Note the beauty of form and foliage of the 4 year old tree shown at the left. Chinese Elm combines rapid growth with stability and long life. The roots taper downward and do not clog drain pipes.

Recommended for lawn specimens, street trees, and park plantings. Use sizes 4-5 foot up for shade trees. They are nicely branched and trimmed, extra well-rooted and guaranteed to grow.

SCREENING PURPOSES — Plants form a dense screen when set 12-18 inches apart in a row. Hide undesirable views in the alley or farm yard. Serve as a fence between

farm fields. Heading the plants back from center-top causes free branching, like the unclipped specimen shown at lower left. Use 18-24 inch or 2-3 foot plants for this purpose.

PRICES Chinese Elm Plants and Trees

	Each	6	12	25	50	100
12-18 inch hedging grade.....		\$0.75	\$1.00	\$1.65	\$3.00	\$4.98
18-24 inch hedging grade.....		1.00	1.50	2.50	4.00	6.95
2- 3 Foot hedging or trees.....	\$0.40	1.50	2.00	3.50	6.00	9.85
4- 5 Foot trees50	2.75	4.85			
5- 6 Foot trees70	3.50	6.50			
6- 8 Foot trees	1.25	5.50	10.00			
8-10 Foot trees	1.65	8.25	15.00			

Supply Limited — Order Today — Don't Delay!

EMLONG'S NURSERY — STEVENSVILLE, MICH.



SHADE TREES

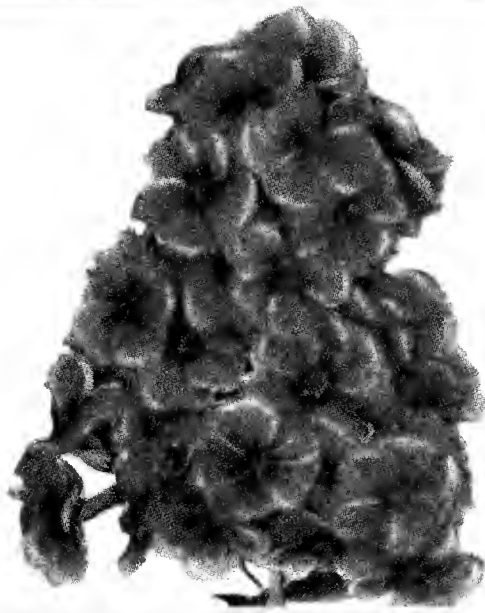


DENSE SCREENS

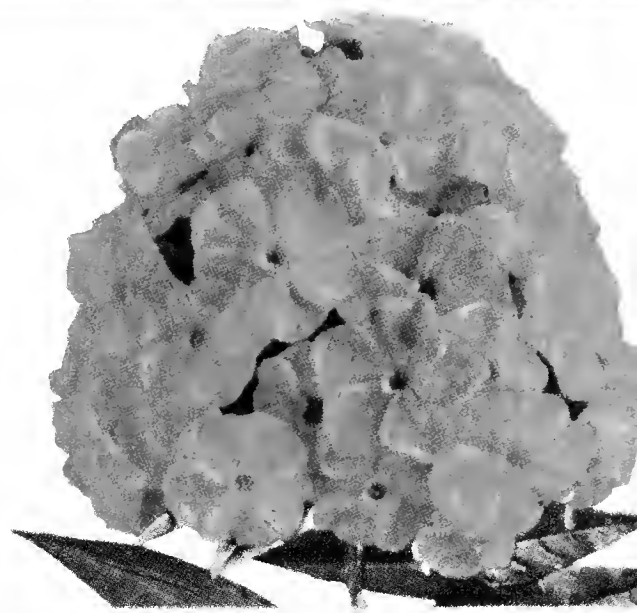
Brilliant New Ornamental Plants



NEW MORNING RED PHLOX
50c each; 3 for \$1.25. See page 40.



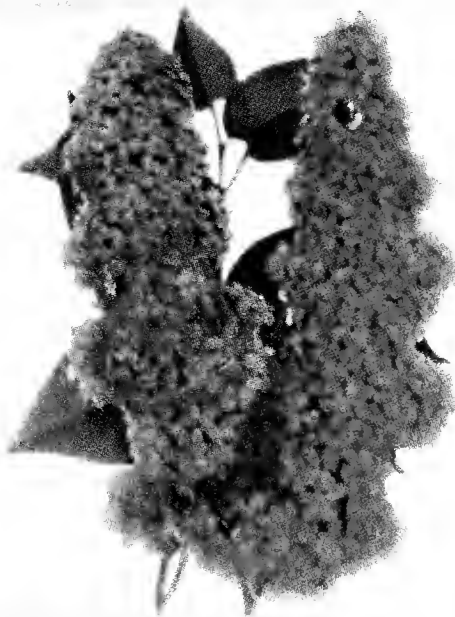
NEW BLUE VIOLET PHLOX
50c each; 3 for \$1.25. See page 40.



NEW MISS EVELYN PHLOX
50c each; 3 for \$1.25. See page 40.



NEW GIANT CALIFORNIA HYBRID COLUMBINES. 35c each; 3 for 89c. Description page 43.



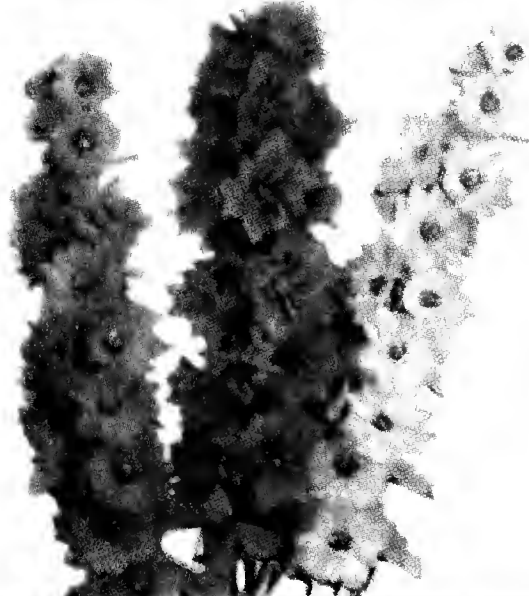
NEW FRENCH LILACS
5 different colors for \$1.19. Page 33.



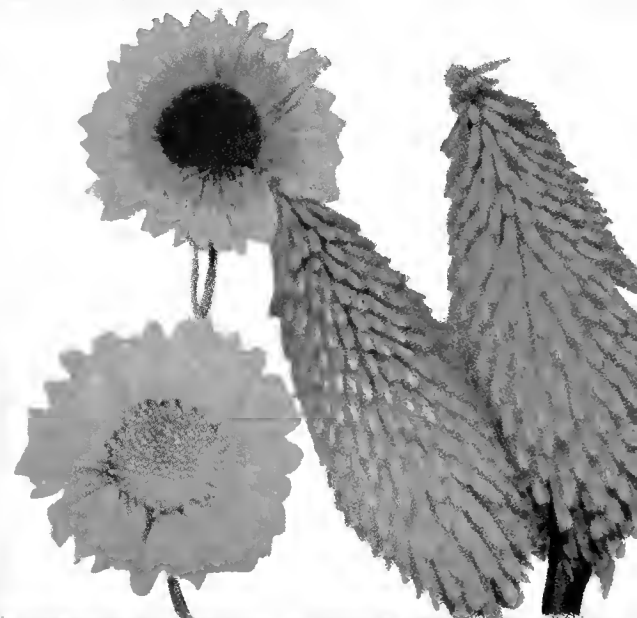
BRIGHT ORANGE-SCARLET BERRIES OF HARDY BITTERSWEET VINE
4 vines \$1.00. Page 34.



NEW DECORATION DAY DAISY. Blooms in Spring, 35c each; 3 for 98c. Page 43.



GIANT MULTICOLOR ENGLISH DELPHINIUMS
12 for \$1.97. Page 38.



NEW ORANGE AND GOLD TRITOMAS AND GAILLARDIAS. 4 plants shown 98c. Page 43.

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Emlong's

"SAMPLER" FRUIT GARDEN

A luscious bit of everything that's good in berries! The plants require very little space and care. Should be in every yard! A rare bargain at our price:

- 6 LATHAM, Red Raspberry Plants
- 6 CUMBERLAND, Blackcap Plants
- 6 ALFRED, Blackberry Plants
- 6 GRAPE VINES, Ass't'd Varieties
- 25 EVERBEARING Strawberry Plants (Choice of Gem or Mastodon)

ALL ONE YEAR SELECT
PLANTS

\$1.85

Emlong's

"QUALITY" HOME ORCHARD

Plant fruit trees for shade in your backyard. Hardy varieties easy to grow. Enjoy bushels of finest fresh and canned fruits for a lifetime, for only \$2.95:

- 1 GOLDEN JUBILEE, New Peach
- 1 TARTARIAN, Sweet Cherry
- 1 ALL-RED DELICIOUS, Apple
- 1 DOUGLAS, Fine Eating Pear
- 1 MONARCH, Delicious Blue Plum
- 1 MONTMORENCY, Sour Cherry

ALL TWO-YEAR 4-5 FOOT
TREES

\$2.95

Emlong's

"MAGIC" SHRUB BORDER

A truly magic touch can be added to your yard with these gay colored shrub flowers. Dainty leaves and bright blooms from May until Winter! Order today!

- 1 NEW PURPLE BUDDLEIA—Aug.-Oct.
- 1 PUSSY WILLOW SHRUB—Apr.-May
- 1 GOLDFLOWER SHRUB—July-Aug.
- 1 SCARLET JAPONICA—May-June
- 1 OAK LEAF HYDRANGEA—Aug.-Sept.
- 1 NEW HEAVENLY BLUE ALTHEA—Sept.

Six 2-Year well-rooted, branched shrubs

\$1.45



From My Garden Window

Gay flowers and luscious fruits I see,
Happy birds, singing cheerfully,
These things make my task seem light
Filling my home-life with delight.

Emlong's

"ROYAL" FLOWER GARDEN

This glorious array of ALL NEW PERENNIAL flowers will give you endless delight all Summer and every Summer. Fit for a king's garden—all yours for only \$1.65, PREPAID

- 1 NEW TWO-TONE TRITOMA
- 1 NEW DWARF PERENNIAL ASTER
- 1 NEW KRIMSON KING CARNATION
- 1 NEW BRONZE CHRYSANTHEMUM
- 1 NEW ENGLISH DELPHINIUM
- 1 NEW EVERBLOOMING MAGICMUM

Six hardy well-rooted plants

\$1.65